

MANUFACTURERS RECORD

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ARMY
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MEN
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WOMEN
of our

Organization
for Excellence in
War Production

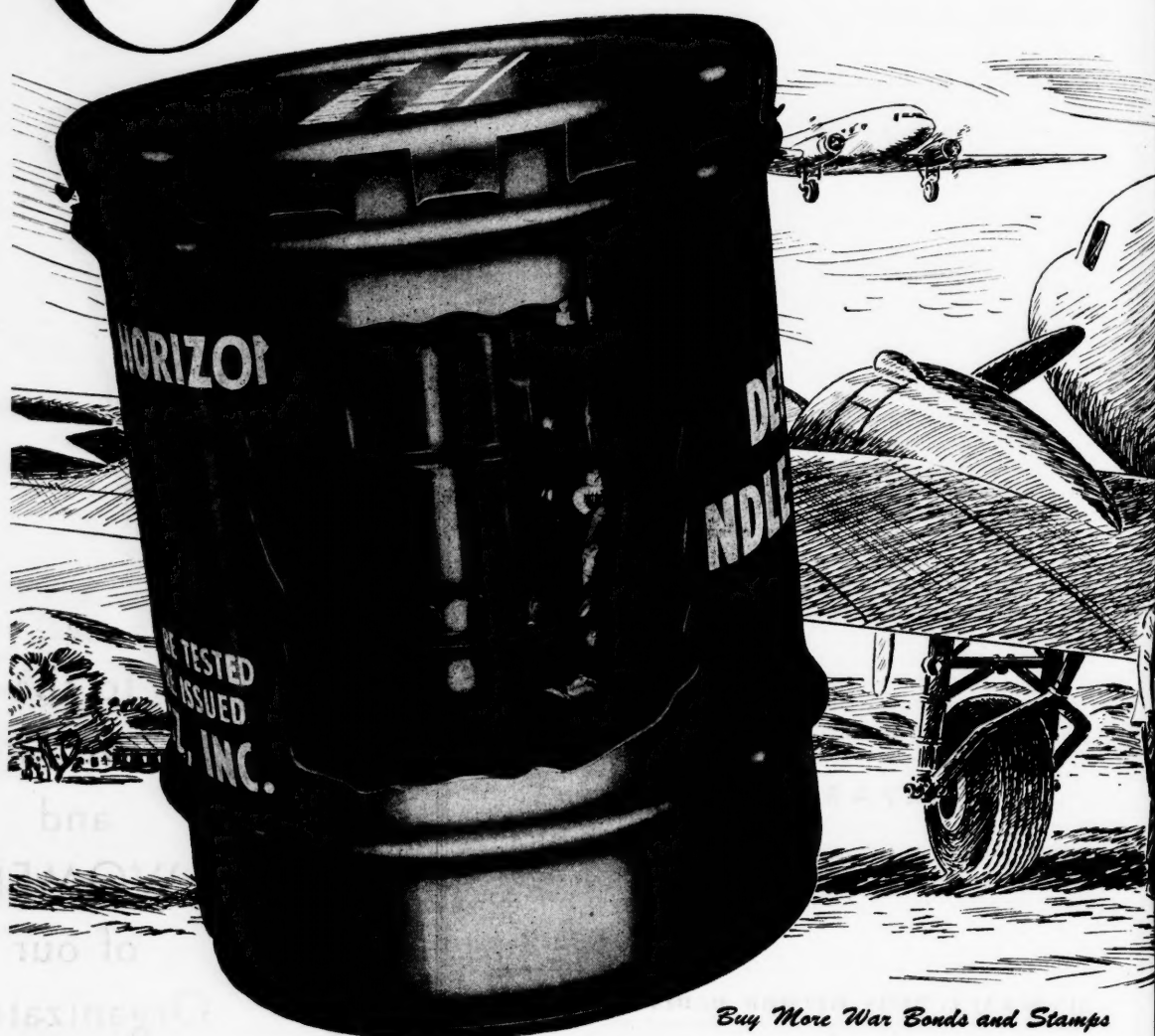
Aircraft Division

R. H.

BOULIGNY
INC.

CHARLOTTE, N. C.

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Buy More War Bonds and Stamps

ERROR of a ten thousandth of an inch in the directional gyro might throw a plane far off its course—lose it and all its occupants. Yet such delicate and precise instruments must make long, rough journeys to a war half way around the world—and wait months perhaps before seeing service.

Not satisfied with designing and producing the finest of aircraft equipment, Jack & Heintz engineers were determined to protect it from dirt, dust, moisture, shock—any factor that might de-

stroy its fine accuracy. Working with the Packaging Container Division and the Engineering Division of the Air Technical Service Command, they developed a revolutionary new means of packaging—literally “canning”—to preserve precision.

Precision instruments, starters and generators are floated in rubber-impregnated hair cushion or pulp castings in the can. Silica gel is included to absorb all inside moisture. Then a special J. & H.-developed machine clinches the cover to form an

Jack & Heintz Inc., Cleveland, Ohio, manufacturers of aircraft engine starters, generators,

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JUNE



"What Enriches the South Enriches the Nation"

PURSUIT OF OPPORTUNITY

The South is being put to the test.

While its star has been steadily rising, the time has come when hopeful wishing must be translated into practical doing. There are clouds on the near horizon.

Dislocations and setbacks are to be expected in postwar adjustments and unless these are faced realistically and aggressively, impressive gains already made may disappear in disastrous losses.

While the South is no longer referred to as the nation's "economic problem number one"; while northern capital is already looking on the South's storehouse of natural treasure with wooing eyes; these alone are not enough to fulfill the conceptions of Dixie's idealists in their vision for The New South.

The future of the South lies in the hands of its youth. Will the South give its young men the tools necessary to forge its destiny? If it is to do so it must bestir itself. A recent poll by a national magazine discloses that only 21 per cent of the nation's servicemen contemplate settling in the South after the war. This is in contrast to the 35 per cent who went from the South.

In this poll of servicemen, the West looms as by far the most popular section. Fifty-one per cent indicate intention of making it their future home while only 10 per cent came from that vast section.

What advantages does the West have to offer that the South does not have? Not resources, for, granting the West its bountiful blessings of Nature, the

South is certainly as richly endowed with these. Not climate or way of life or cost of living, for in these the South would show to advantage if compared with the West as a whole. The answer to the question why servicemen seem to favor the West lies beyond all these. It lies in that characteristic of young Americans that seeks opportunity—the opportunity the West has inspired in the imaginations of young men.

If the South possesses opportunity equal to or surpassing that of the West, it has been derelict in making it known. Therein lies one of the objectives to which practical Southern doers should direct attention. But there are other things to be done.

The South has become a wartime builder of ships, a fabricator of aircraft, an evolver of useful articles from chemurgical laboratories. Vast wartime production facilities will soon have fulfilled their mission and will be available for peacetime enterprise. In these, Southern capitalists, large and small, have a great opportunity. It does no harm to attract northern investment in Southern enterprise. It will undoubtedly further the cause of Southern economy. But Southern capital is now sufficient to develop its own resources and to compete with northern capital for opportunity to do so.

It is the duty of Southern industrialists and financiers to capitalize on their most valuable resource—the men, young in years but mature in character, who will soon turn from rigorous battle action to vigorous pursuit of opportunity.

FLORIDA

ORLANDO'S



**ORLANDO'S
75-MILE TRADE
AREA HAS—**

**25% of Florida's Population!
53% of its Agricultural Wealth!
92% of its Citrus Wealth!**

—From 1944 Certified Fact Finding Report.

ORLANDO

"Florida's City Beautiful"

ORLANDO in a glorious land of sunshine and tropical beauty enjoys a world-wide reputation as — The City Beautiful! . . . A city of homes interspersed with more than 30 crystal lakes and gorgeous gardens, with a civic-minded citizenry causing it to hold a magnetic attraction!

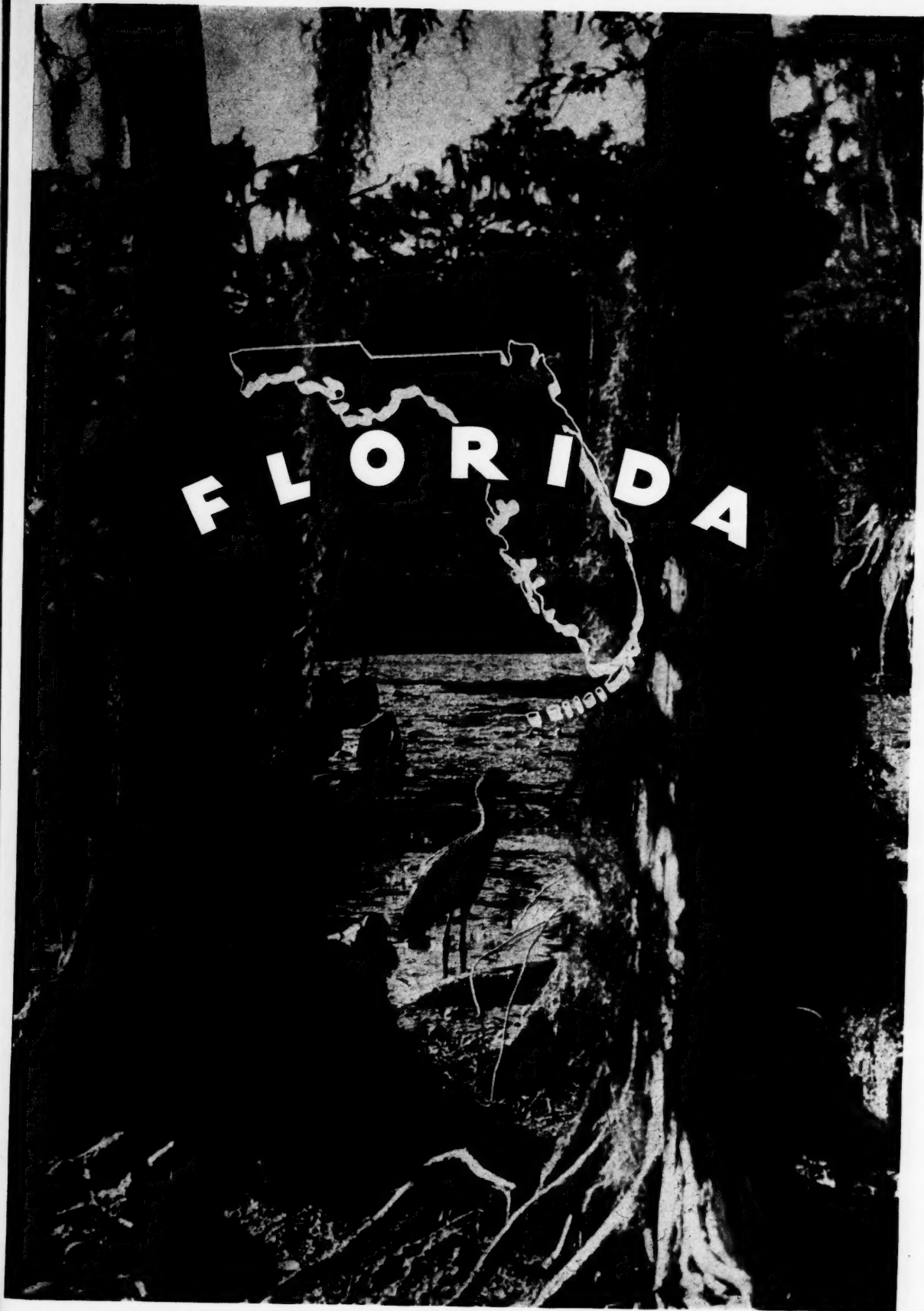
Orlando is one of America's fastest growing cities and the central metropolis of colorful Florida—a Frontier of Opportunity . . . Whether you are seeking recreation and rest, a home, business or professional location, Orlando holds out a hospitable hand to you!

Linton E. Allen
PRESIDENT

THE FIRST NATIONAL BANK AT ORLANDO

The
First National Bank
at Orlando
ORLANDO FLORIDA

Further information
about Orlando and
Central Florida fur-
nished upon request.



JUNE NINETEEN FORTY-FIVE

Florida

VIRILE AND PROSPEROUS

More than four and a quarter centuries have passed into history since Juan Ponce de Leon landed on the east coast of Florida in his search for the legendary fountain of eternal youth. Ponce de Leon died believing that his expedition was a failure and his quest fruitless. No single, tangible fountain spouting life giving water could he find in any one place. But he did discover and because he named it the "Land of Flowers" he must have partly explored the Florida of today.

Hernando de Soto, acting under the authority of a royal commission from the King of Spain, landed with his expedition on the west coast of Florida in 1539. His search for gold was almost as barren of immediate results as was Ponce de Leon's search for the source of the waters of perpetual life.

Neither of these early American explorers thought that they were the leaders of successful expeditions. Both of them considered their undertakings failures. It has remained for Americans of the twentieth century to vindicate the faith that inspired and the hope that led them, and to prove that they were trail blazers in the land of perennial youth and of untold wealth that has yet but been barely tapped.

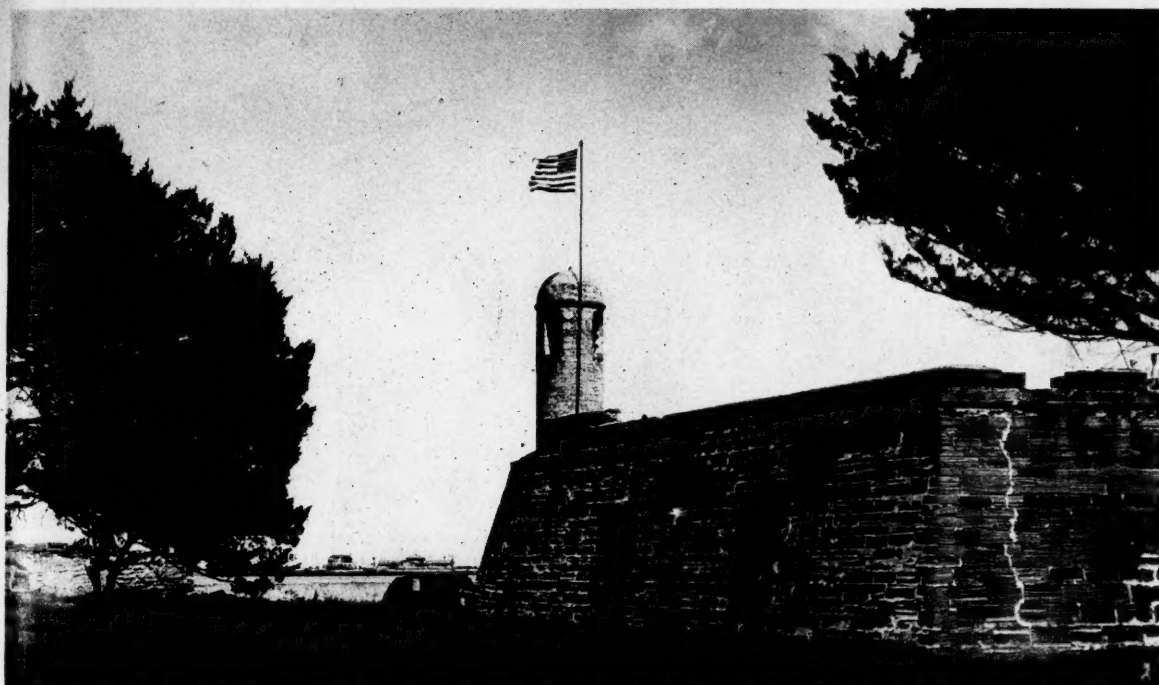
Florida today is the land of perpetual youth. Its citizenry fosters and revivifies that energy of the human spirit that is ageless from generation to generation and that grows and develops to more active maturity with each passing decade. Its beneficent climate also unquestionably lengthens the span of physical life to the consternation of insurance actuaries and the delight of octogenarians. As an inspiration to the imaginations of the ambitious and a tonic to the bodily health Florida has proved to the world that what Ponce de Leon failed to discover was right under his nose merely waiting for advancing civilization to learn enough to recognize it.

De Soto's frustrated desire to "get rich quick,"—an all too natural hope in the breasts of many of us today—earned him nothing but failure, despondency and death. But in spite of his personal failure and despite the failure of similar delusions climaxed by the land boom and bubble of many years ago Floridians have discovered true wealth. It is of the kind that does not have to be seized by force but which can be developed, enhanced and perpetuated. It is to be found on its lands and in its waters, everywhere in inviting abundance.

The health of mind and body and the wealth of natural resources awaiting the ingenuity and perseverance of intelligent men beckon future American Ponce de Leons and De Sotos, men with foresight and courage to drink of the fountain of youth and share in the treasure chest that is Florida.



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Watch tower of Castillo de San Marcos, St. Augustine, Florida

A CENTURY OF STATEHOOD

CELEBRATING a century of statehood this year, Florida can look back upon that period as one of amazing progress and expansion following three hundred earlier years of colorful history.

Dating from Ponce De Leon's discovery on March 27, 1513, the nation's southernmost state probably has had a more varied and thrilling career than any other state in the Union.

The history of Florida under the flags of Spain, France, England, the Confederacy and the United States is replete with stories of battles and conquest unique in the annals of the nation. To this may be added the romantic lore of famous marauding pirates who used its many harbors as bases from which to prey upon the gold-laden vessels that sailed the Spanish Main.

Florida became the "Birthplace of the Nation" when Pedro Menendez de Aviles founded the City of St. Augustine on September 8, 1565 to safeguard Spain's Western Empire treasure chest against Corsair attacks and to provide a haven for her shipwrecked sailors. It was there the first permanent white settlement was made in the United States.

When Florida became United States territory through purchase from Spain in 1821 at an

average price of 14 cents an acre, there were only an estimated 4,560 white persons within its boundaries. For these the short 24-year interval before statehood held many adversities including ravages by Indians and the arduous tasks of building roads, homes and towns and clearing the land with crude implements.

The first of these came to an end in 1842 with the termination of the costly Seven Year War with the Seminole Indian tribe, the remnants of which were shipped to the West or took refuge in the great swamps of the Everglades and the Big Cypress where a number of their descendants are still to be found on reservations established for them by the government.

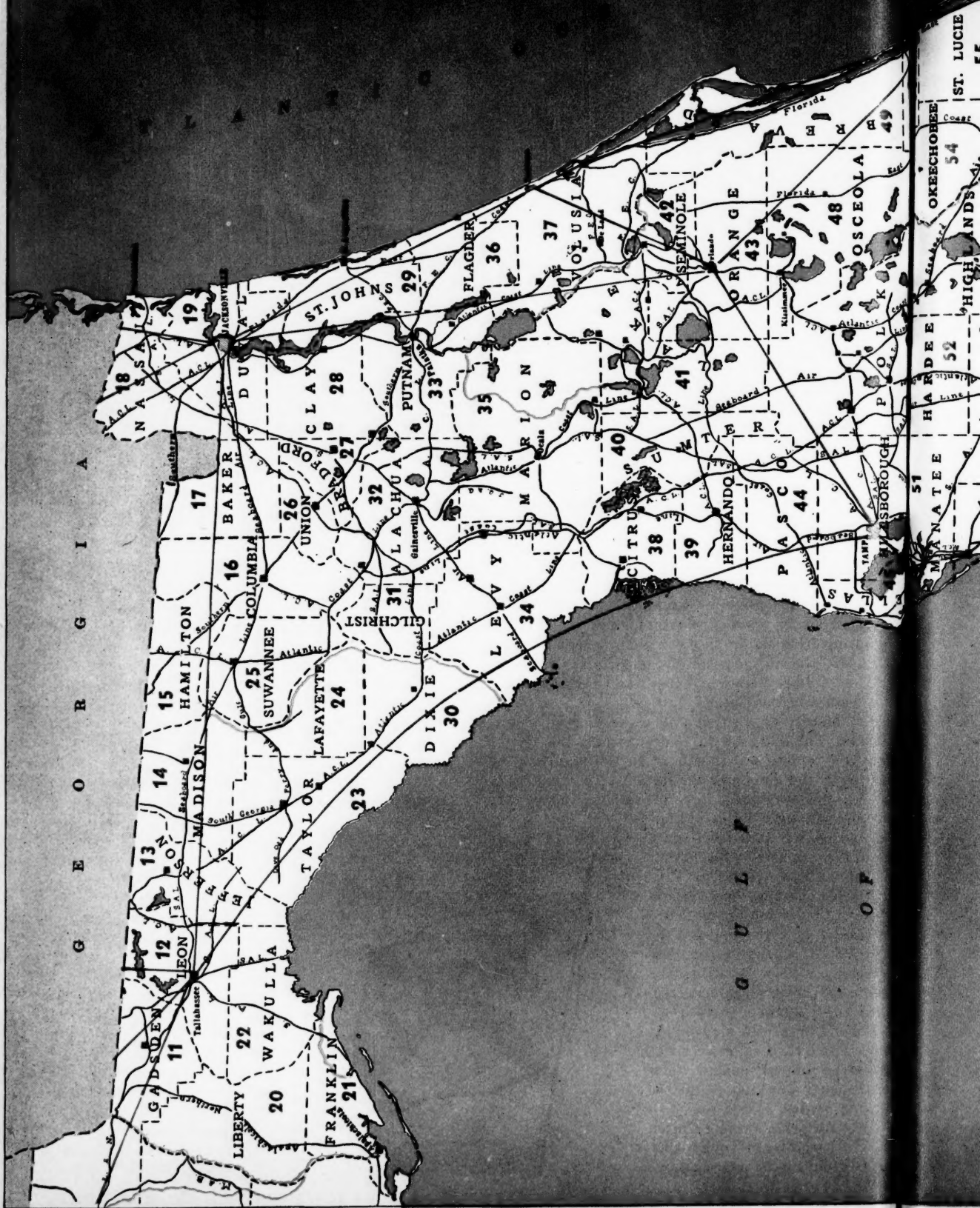
Other difficulties were eased by the boom that subsequently swept through the state along with the entire nation. From this period emerged land schemes and elaborate projects involving canals, railroads and banks.

When depression followed, to complete the cycle, the then territory sought improvement of its condition through admittance to the Union.

The Florida of that time can be compared to that of today through contrast between its retail trade volume then and now. In 1844 it was estimated at the modest sum of \$2,000,000.



Florida State Flag





E. MORRELL

FLORIDA

Its principal materials and transportation facilities offering opportunities for industry, with additional facts in the accompanying article pertaining to industry and its growth within the state.

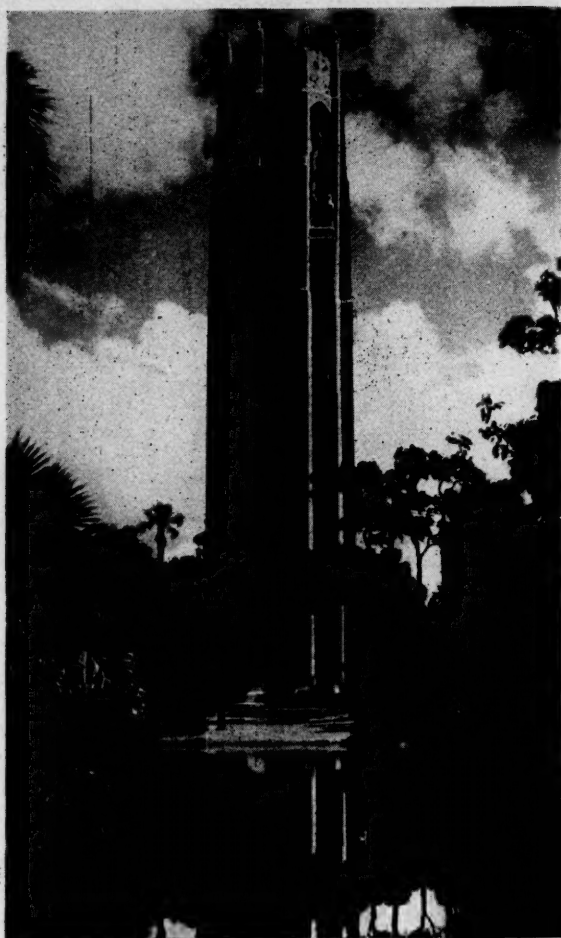
Minerals
 Counties in which material is commercially produced
 Clay—1, 2, 7, 8, 9, 11, 18, 28, 32, 36
 Diatomite—11
 Fuller's earth—11, 33
 Kaolin—33, 41
 Limestone—6, 20, 30, 31, 32, 34, 35, 37, 38, 39, 40, 41, 46, 51, 56, 60, 61, 62, 63, 65, 67
 Phosphate rock—33, 38, 46, 47
 Sand and Gravel—1, 8, 11, 33, 41, 43, 46, 47, 53, 67
 Longleaf-slash—1 to 12, 14 to 16, 22, 25 to 28, 30 to 35, 37 to 47, 51, 53, 56, 65

Agricultural Products
 Citrus fruits—2, 6, 8, 23, 32, 33, 35, 37 to 47, 49 to 53, 55 to 61, 65, 67

Longleaf-slash-cypress—1 to 4, 8 to 10, 12, 13, 15 to 24, 26 to 37, 40 to 54, 56, 57
Slash-cypress—33 to 36, 38 to 65, 67
Loblolly-hardwoods—6, 7, 11 to 14, 22
Mixed bottomland hardwoods—2 to 7, 9, 11 to 13, 18, 20, 22, 32, 35
Cypress-Hardwoods—6, 10, 14, 30, 21, 33, 36, 38, 39, 37 to 42, 51, 64
Naval Stores—1 to 44, 46 to 49, 51, 53, 54
Sweetpotatoes—1 to 30, 22 to 49, 51 to 54, 56, 57, 59 to 62, 65, 67
Tobacco—2, 3, 5 to 7, 9, 11 to 17, 20, 23 to 27, 31, 32, 34, 35, 38

Corn—1 to 20, 22 to 44, 46 to 48, 50 to 54, 57 to 59, 61 to 63
Cotton—1 to 7, 9 to 16, 21, 23, 32
Peanuts—1 to 7, 9, 11 to 16, 22, 24 to 26, 30 to 35, 38 to 40, 44, 47, 63
Pecans—1 to 9, 11 to 20, 22 to 28, 31 to 38, 41 to 43, 45, 46
Sugar cane—1 to 6, 8, 11 to 14, 16, 30 to 32, 36, 38, 39, 41, 43, 45, 49, 50, 51, 64, 55, 56, 58 to 67
Fisheries—1 to 4, 8, 10, 18, 19, 21, 22, 29, 30, 37, 38, 39, 44, 45, 46, 49, 50, 51, 64, 55, 56, 58 to 67
Truck crops & fruits—1, 6, 8, 10, 14, 16, 25, 27 to 29, 31 to 36, 38, 56, 58 to 47, 49 to 52, 54 to 56, 62 to 65, 67
Tung—26, 32
 (Small quantities of these products and soybeans are also produced in other counties.)
Railroads
Navigable rivers
Airports—also at principal cities printed in red

Copyright 1928 by Manufacturers Bureau



Above—Bok Carillon

Official figures for 1944 place it at \$1,240,806,628.

Growth and Development

While the phenomenal growth of the state has given a large part of it a cosmopolitan population drawn from all sections of the United States and from many foreign lands, North Florida is still very much the picturesque Old South. Here the earliest settlements were made and many fine plantations of that period still exist in their original state. It is a land of cotton, tobacco, hogs and cattle, corn, hominy and peanuts.

Central and South Florida have been the scene of more cosmopolitan development with a trend toward urban communities supported by enterprises of agriculture, industry and tourist trade.

Right — Aviles Street, St. Augustine, named for Aviles, Spain, birthplace of Menendez, the city's founder.



Climate

For purposes of observation the United States Weather Bureau divides the state into two sections, designated as North Florida and South Florida. For an accurate picture of the climate, however, a three-way division would be more accurate. The greater part of the state is embodied in the peninsular area which extends like a finger into what was once the old Spanish Main. A large section is bathed by the waters of the warm Gulf Stream and is more nearly tropical than any other section of the country. This section falls into what has been termed the sub-tropical belt. Adjoining it on the north is the semi-tropical belt with the continental belt farthest north.

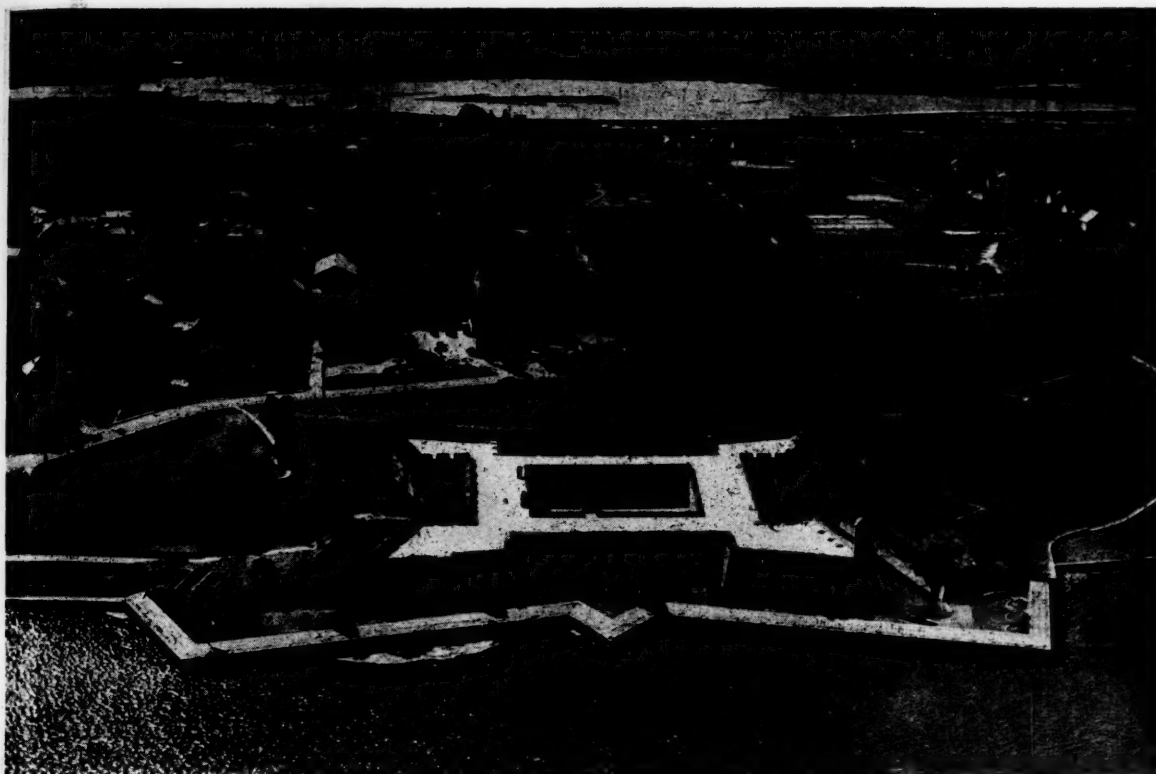
Mean annual temperature of the state ranges from 68.8 to 72.3 degrees. Due to the fact that it has more sunshine and shorter nights in winter and less sunshine and longer nights in summer than other states the winters are very mild in comparison, yet the summers do not produce sunstroke.

July and August are the warmest months with an average of about 81 degrees. Thereafter a steady decline is noted to around 59 degrees in December and January. When infrequent waves of lower than usual temperature occur they are usually of short duration, rarely lasting beyond a few days.

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Aerial view of Castillo de San Marcos, St. Augustine, with San Sebastian River in the background.

Average annual precipitation is 52.29 inches. April and November are the driest months. The so-called "rainy season" occurs in the summer months.

Bountiful Water Supply

With the exception of Georgia, Florida is the largest Southern state east of the Mississippi River. Of its area of 58,666 square miles, 3,805 are water, consisting of many miles of lakes, rivers, creeks, bays, lagoons, canals and other waterways. Of its 30,000 lakes, one county alone, Lake County, has 1,400 within its borders.

Lake Okeechobee, one of the most remarkable bodies of fresh water in the world has a surface area of 700 square miles, nearly half as large as Lake Ontario. With one exception it is the largest lake wholly within the United States. It is unique in that its greatest depth does not exceed 15 feet and its deepest point is exactly at sea level. Freight boats ply between small towns on its shores carrying produce raised in the muck and peat soils of that area.

Topography

West Florida is noted for its rolling, red loam hills which level off into flat pinelands. The central part of the state is marked by the famous ridge section, rich in the production of citrus and vegetables. In the southern part of the state prairies merge into the fertile everglades, the soil of which is largely humus-

built from dying aquatic vegetation of untold centuries.

While enjoying the primeval beauty of tropical regions, Florida is free from the noxious infections that go with the jungle regions of southern hemispheres. Malaria is seldom troublesome in the Everglades and mosquitoes are less numerous there than on the sea coasts. This is probably due to the large numbers of minnows and frogs which inhabit all inland bodies of water.

Stretching back from Lake Okeechobee is an intriguing region known as the Custard Apple Land, which derives its name from a thick growth of one of the Anona family: a large sweet-smelling fruit that is tasteless but similar in appearance to the sugar apple.

The Custard Apple Land is a lodestone to lovers of nature. Its wonderful array of orchids, and ferns once constituted a veritable fairyland. Large areas of the section have now been cleared away for farming but what is left remains as a relic of its one-time beauty.

Earliest records of anything relating to Lake Okeechobee and the Everglades is found in a very old map of Florida believed to have been published in 1564.

Twenty miles south of the old capital city of Florida, Tallahassee, lies the world's deepest and mightiest spring. Fossil bones of great mammoths and other prehistoric beasts have been lifted from its depths and may be seen in the State Geological



Above—Florida scenery.

Below—Seminole Indian. The number of bead strings indicates social and financial standing.



Museum at Tallahassee. The springs are surrounded by a setting of natural beauty which has been enhanced by the art of man. It is easily accessible by road and is just off one of the state's main highways. The crystal waters harboring fishes and turtles of many kinds may be seen through glass-bottom boats.

Looking Ahead

In view of its pleasing surface structure, its inviting climate and strategic location it occasions little wonder that Florida should have become recognized as a land of opportunity for both pleasure and profit. Many visitors subsequently return to the state to swell its rising tide of population and participate in its rapidly expanding enterprises. It welcomes both visitors and investors with open arms; is glad to display its wares and cooperate in sane and sound development. This spirit of friendly interest accounts in no small measure for its rapid growth.

In the summers of normal times, where to stay is never a problem in Florida. Many of the finest hotels in the world remain open the year around and the summer rates, in many instances, are more than 50 per cent under those of the winter season.

Yet the service is the same, the facilities as adequate as in the more busy season.



AGRICULTURE

NO matter what phase of Florida's economy is under discussion, it is impossible to overlook the influence exercised on it by the geography of the state. This is especially true in the case of agriculture.

To those visitors from sections of the nation where farms are snow-bound for several months of the year, Florida citrus fruits and winter-grown strawberries and vegetables create an undying impression. The numerous tropical and sub-tropical fruits and the many varieties of flowers, including gladioli and orchids are a wonderful display of the lavish hand of nature improved and adapted by the ingenuity of man for his pleasure.

Of Florida's 34,727,680 acres of land, only 8,337,708 were included in the farm lands of which 1,751,275 acres were cultivated in 1940. Crop value for that year was placed at \$73,583,129 and livestock products at \$28,032,321 for a total of \$101,615,450.

In 1944, however, crop value jumped to \$277,718,000 and livestock products to \$58,707,000 for a total of \$336,425,000.

Approximately two-thirds of the state's farm cash income is derived from citrus fruits and winter truck crops, with each group contributing practically equal amounts. Of the remaining one-third of its cash income, livestock and livestock products account for slightly more than that from other sources.

Citrus fruits of one variety or another are grown in almost every section of the state, the bulk of the crop being produced in the south-central, and lower

east coast and west coast sections. About 400,000 acres are now planted to citrus in Florida and approximately 6,000 acres are added every year. In the largest producing areas orange, grapefruit and tangerine groves line the highways for mile after mile and surround thousands of lakes in the rolling "ridge section" of the central part of the state.

In the season of 1943-44 Florida produced 80,800,000 boxes of citrus fruits for a total value of \$199,688,696. Production was divided into 46,200,000 boxes of oranges, 31,000,000 boxes of grapefruit, and 3,600,000 boxes of tangerines.

The increased importance of citrus fruits in the state's agricultural value is shown by a comparison of the 1943-44 season of 80,800,000 boxes valued at \$199,688,696 with that of the 1933-34 season when 29,276,287 boxes were produced for a value of \$42,401,191.

Packed value of Florida vegetables and non-citrus fruits, F.O.B. for the 1943-44 season reached \$85,725,000, as compared with \$29,192,000 for the 1933-34 season.

Truck Crop Leader

Florida leads the nation in the production of snap beans and also is first in the shipment of tomatoes, eggplant and peppers. She ranks second in the shipment of celery. Early potatoes, cabbage, cucumbers, lettuce and English peas are shipped in large volume during her out-of-season producing months.

In F.O.B. packed values for the 1943-44 season to-

matoes led the list with \$20,734,000. Green beans, including limas, were valued at \$20,552,000; celery, \$16,236,000; Irish potatoes, \$7,431,000; peppers, \$5,460,000; cabbage, \$4,284,000 and cucumbers, \$2,079,000. Watermelon shipments for 1943-44 brought \$4,593,000; strawberries, \$1,107,000 and cantaloupes, \$91,000.

The value of Florida field crops and nuts for 1943, the last year for which complete figures are available, was \$45,745,000. Corn topped the list with 8,151,000 bushels valued at \$12,553,000. Tobacco ranked second, with 14,910,000 pounds valued at \$9,203,000.

Peanut production has shown consistent increases. In 1943, 75,240,000 pounds were harvested for a return of \$5,267,000, as compared with 24,070,000 pounds in 1932 for a value of \$1,361,000. Jackson County holds the record as the largest Peanut Producing County in the nation.

Sweet potatoes also ranked well up on the 1943 list, with 1,608,000 bushels valued at \$3,570,000. In the same year 15,915 bales of cotton were produced and sold for \$1,678,000 as well as 2,040,000 gallons of sugar cane syrup valued at one dollar per gallon. Pecan production for 1943 was 4,524,000 pounds, which brought \$1,060,000.

Florida has not been considered a grain producing state but in 1943 she harvested 150,000 bushels of oats and her 1944 production was set at double that amount. She ranks third among tung oil producing states, harvesting 9,000 tons of nuts in 1944 for a return of \$665,000. This industry is expanding and will assume more importance in coming years.

In pre-Pearl Harbor days about 4,000 acres of Florida land was planted to winter gladioli, but about one-half of that acreage is now growing vegetables. Leaders in this industry predict that the return of normal days will see the winter "glad" situation return to its pre-war status.



Sugarcane in the Everglades.

Livestock production has reached its present importance in Florida during the past twenty years, marked especially by rapid improvement during the past decade in both quantity and quality of beef cattle and hogs.

Value of livestock on January 1, 1945 was placed at \$67,566,000 or more than double the \$33,531,275 valuation of 1920. The increase is particularly notable in cattle, having leaped from \$14,755,935 in 1920 to \$49,289,000 in 1945. The total 1945 investment of livestock producers, including pastures, fences, land, etc., was \$200,000,000.

A Florida farmers' market.



Unique Market System

An important factor in Florida's agricultural development during the past decade is its system of State Farmers' Markets, initiated in 1935. Total commodity sales for the first year were \$518,625, climbing to \$23,316,098 in 1944, for a 10-year grand total of \$83,532,947, according to a recent report by William L. Wilson, market director.

This system was designed by Commissioner of Agriculture Nathan Mayo, to satisfy Florida's peculiar marketing requirements but has been used as a model by sister states in establishing farm markets for their agricultural needs. Fruits, vegetables, field crops, tobacco, livestock, poultry and poultry products, and home products are sold through its 27 active markets.

While the growing of sugar cane in Florida dates back to its earliest settlement, its utilization for processing began only 25 years ago in the southern part of the state. Cane production for 1944 is set at 100,000 tons.

Following action by the Puerto Rican legislature limiting the amount of land owned by any corporation on the island to 500 acres a number of sugar

and rum producers there have transferred their activities to Florida. One group has dismantled an entire sugar mill in Puerto Rica and is now setting it up in Florida. A 20,000-acre tract has been purchased to supply the cane for its mill.

Another group has purchased 30,000 acres of Florida land to grow sugar cane for the manufacture of raw sugar and rum. It is estimated that the holdings of Puerto Ricans in the Everglades already are sufficient to treble Florida's present rate of sugar production.

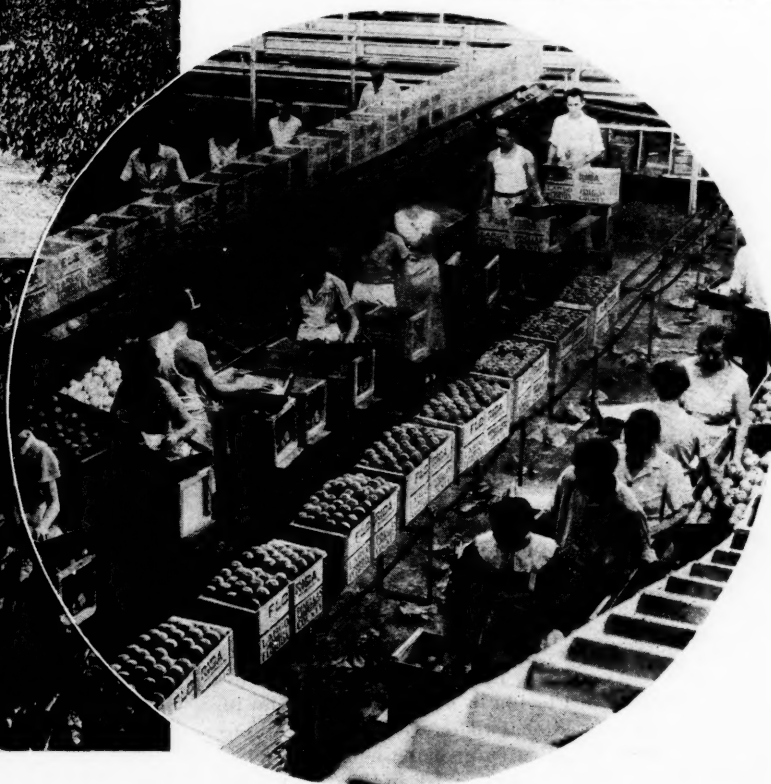
Crops to Watch

Ramie, a Chinese and East Indian perennial of the nettle family, is receiving considerable attention from both farmers and industrialists in Florida. Because of its great natural strength the plant is considered a promising material with a splendid postwar future.

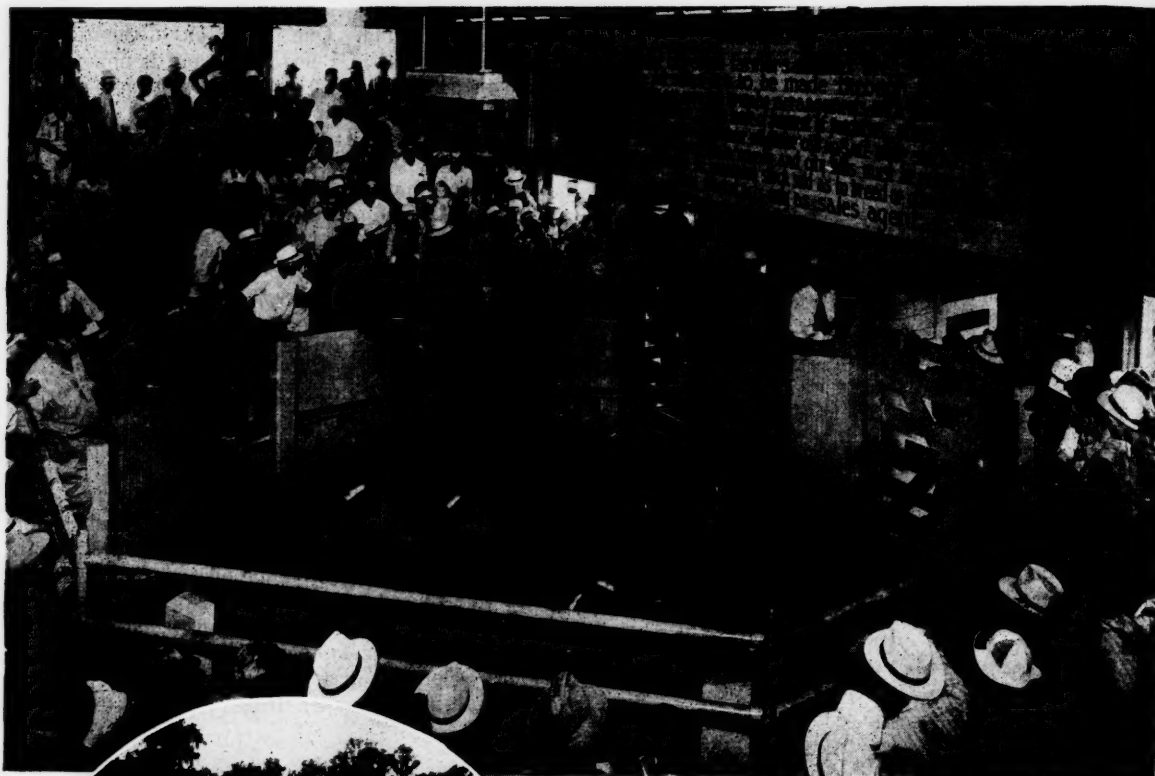
First plantings were by Nathan Mayo, commissioner of agriculture, and were made on a few acres as an experiment in 1941. Having expanded from this small start, 400 acres of ramie are now under cultivation at the Belle Glade prison farm. In addition, plantings by private interests throughout the state are estimated to total around 10,000 acres. One industrial project, announced the first of this year, embraces plans for a five-year expansion program, contemplating the expenditure of not less than \$300,-



Left—A tung tree grove.



Below—Packing Florida citrus fruit.



Above—Florida State cattle market.

Left—Picking strawberries.



000 annually during that period. One processing plant will be built immediately at Belle Glade and at least three more will follow soon in West Palm Beach County.

The Smaller War Plants Corporation granted in April this year a loan of \$321,000 for construction of the Belle Glade plant and for planting 5,000 acres which are expected to yield 10,000,000 pounds of dry fiber annually. The Navy is now using about that amount for packings, cordage and fire hose.

A recent survey of the Everglades and Big Cypress swamp sections of Florida by state and industrial investigators disclosed that there are literally millions of rubber trees in this area growing wild. They line the roads and canals, they flourish in the deep wilder-

ness, and are found all the way from the Ten Thousand Islands to Lake Okeechobee. What this intriguing discovery holds out as a state resource must await scientific test of the quantity and quality of raw rubber latex that may be expected.

Florida still offers great opportunities in food production and processing. Farm acreage has increased only 37 per cent since 1920 but the value of farm crops, including livestock, has increased by \$239,975,071, or the astonishing amount of 265 per cent. However, many millions of dollars are sent out of the state every year for food products which could be raised in the state. In dairy products alone, Florida imports more than \$30,000,000 each year and spends more than \$70,000,000 annually for processed food products.

Many agricultural fields are waiting in Florida for intelligent development. While less than 2 million of its nearly 35 million acres are used for crops, it is estimated that about 20 million acres are adaptable to farming and great hopes are held for extensive future expansion of agriculture in the state. Standing out prominently is the fact that the state's geographical location enables its farmers to produce high-priced out-of-season fruits and vegetables, thereby maintaining the highest per-farm income in all the South.

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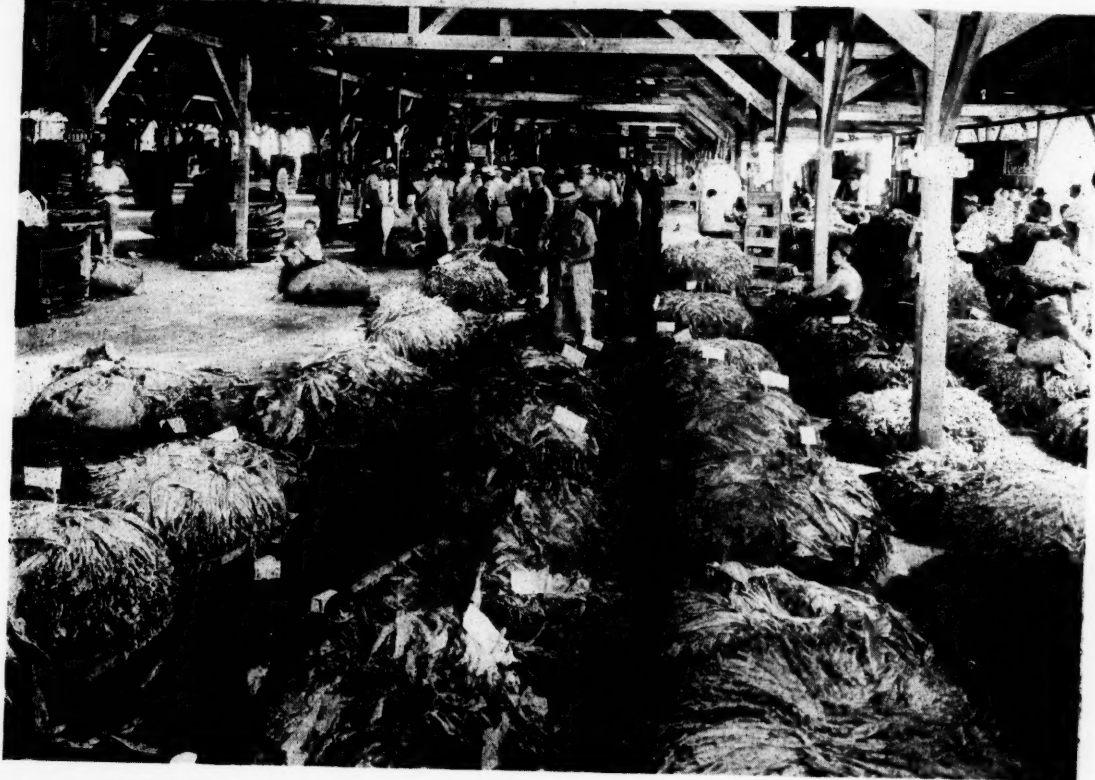
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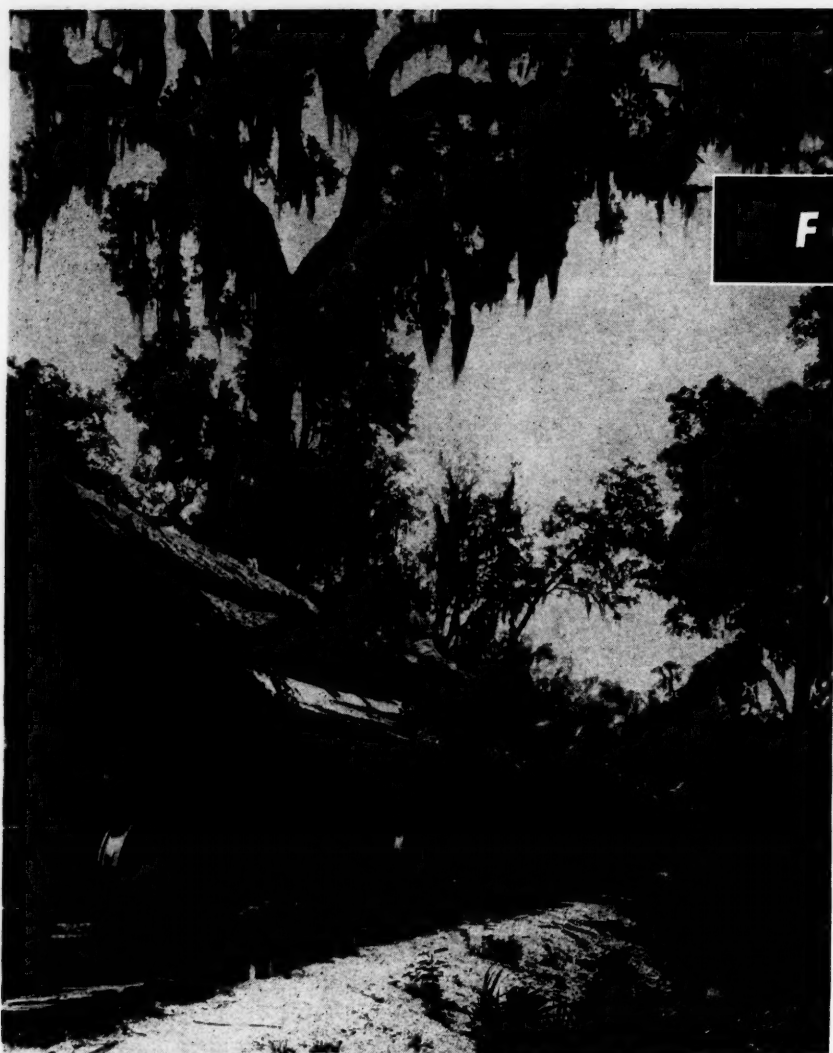
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Above—Pineapples, a Florida crop.

Below—Tobacco auction.





FORESTS

Cypress logs on way to mill.

FLORIDA ranks first among the southeastern states in forest acreage with an estimated 20 billion board feet of standing timber, plus 80 billion cords of pulp and fuel wood.

The state was heavily timbered at the time of its discovery and the cutting and processing of forest products early became the hub of its economic development. Even though its forests have been cut over, with less than 1.5 million acres remaining in uncut growth in 1934, forestry still ranks next to agriculture and tourism as a basic source of wealth and employment.

Florida's present land area includes 21,877,000 acres classified as forest land, or 63 per cent of the total area of the state. Four-fifths of this area is covered with pine while in the remaining one-fifth cypress and hardwoods predominate.

More than 2,600,000 acres of the state's woodland

are owned by farmers; over 17,500,000 acres consist of commercial holdings; and 1,700,000 acres are included in public lands.

Since much of the work in woods, sawmills, and turpentine stills is done on a part-time basis, employment in these activities is accorded to at least 50,000 farmers.

On the better adapted, and better attended forest lands of Florida tree growth is generally rapid. Re-establishment of growing stands on cut-over land is relatively easy and it is possible for private enterprise to manage forest land at a profit.

Since enactment of the Clarke-McNary Law in 1924, some 125,000 acres have been planted to forest trees, some of which are already yielding naval stores and pulpwood. It is estimated, however, that 3,300,000 acres of idle land are still in need of planting today.

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The Charles E. McManus program for propagating cultivation of the cork oak in the United States has resulted in the planting of more than 20,000 trees of this species in Florida. The country's largest private planting of cork oaks—232 acres—is located at DeFuniak Springs. Florida was one of the recipients of the first seedlings distributed in this effort to lay the foundations for domestic cork production. One of these trees, which when planted at Hastings in 1942 was eight inches high, is almost ten feet tall and three and one-half inches in diameter. Fast growth in Florida climate and soil presages a rosy future for American cork and possible independence from foreign sources of supply.

Forest lands perform double service in Florida. They are not only productive of wood products but also serve as livestock range in which perennial grasses provide the forage. These are tender and nutritious in the spring. Fires, carelessly set, have in the past resulted in serious damage but the movement toward state-wide fire control has removed the major part of this hazard. Six counties and 488 landowners

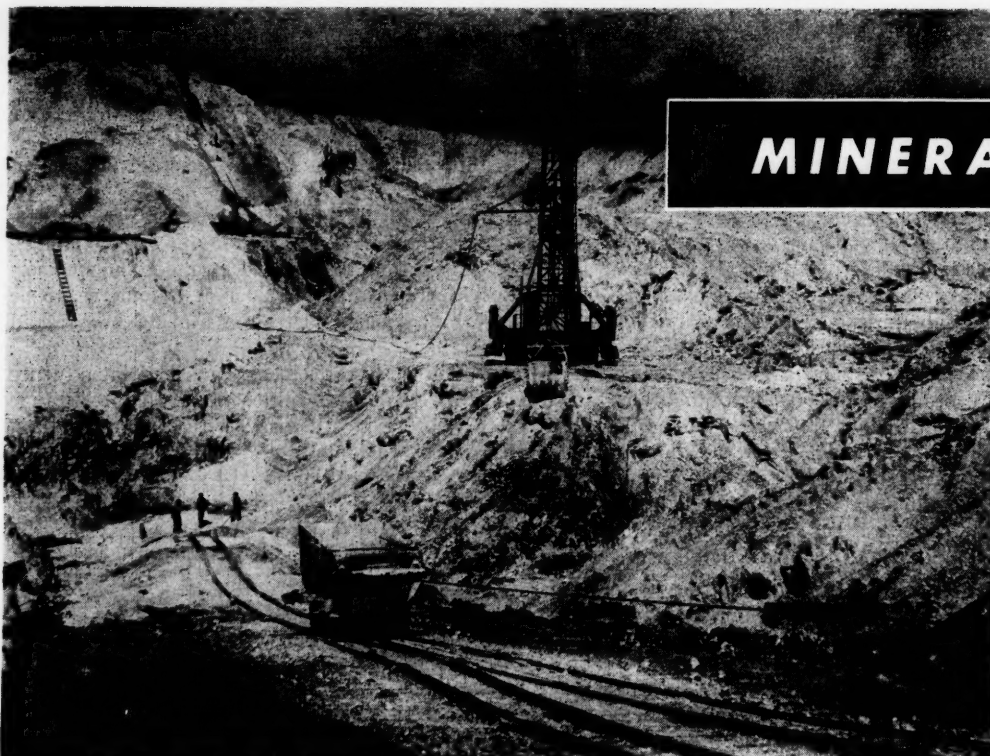
now cooperate with the Florida Forest and Park Service and with the United States Forest Service for protection of about 5,250,000 acres of privately-owned forest land. In addition, Federal agencies are also protecting between 1,250,000 and 1,500,000 acres of government land. The remaining 15 million acres remain unprotected and damage from forest fires in 1942 is estimated at \$12,000,000.

To further Florida's forestry enterprises, a state-wide "Tree Farm" program for better forest management is now ready for launching under the sponsorship of Florida State Chamber of Commerce, to be directed and supervised by the Florida Forest and Park Service.

Proponents of improvement plans envision a future forest growth trebled in value. While the forest range livestock industry will grow with such plans and wildlife conservation and recreational facilities will be promoted, greatest value will rest in the development and maintenance of all the potential forest resources of Florida for the needs of the future as well as their use today.

Lumber mill.





MINERALS

A Florida phosphate pit.

FLORIDA ranks first and second respectively among the states of the Union in output of two products of the earth, even though not generally considered a mining state.

It stands first in the production of phosphate and second in production of Fuller's earth.

Of phosphate it mines 70 per cent of the nation's total and produced in 1941 a total of 3,367,797 long tons value at \$10,239,778 at the mines. Phosphate rock containing at least 50 per cent of "bone phosphate of lime" is an important agent for fertilizer. Phosphoric acid, derived from phosphate rock is used in the manufacture of sugar juices, jellies and soft drinks as well as in medicines and rust-proof metallic compounds. Chemical derivatives are valuable in production of baking powder, water softeners and dental preparations.

Fuller's earth, found principally in Gadsden County, is used for clearing mineral, vegetable and animal oils; also in the manufacture of hand soap, concrete and asphalt preparations, paint and wallpaper. The mines near Quincy are the largest in the world while deposits are also found in Manatee, Marion and Hernando counties.

Other important mineral products of Florida are limestone, of which the state produced 5,266,148 short tons for a value of \$6,862,966 in 1941; hard marls and other excellent road-building rocks; high-grade clays which are shipped to Ohio, Pennsylvania, New York, Connecticut and New Jersey for manufacture of porcelain and related products; brick clays,

ball clay, fireclay, bentonite, feldspar, flints, quartz, and commercially valuable sands, the last being used in building, moulding and polishing and in the manufacture of glass. In 1941 the production of sands totaled 1,613,346 short tons at a value of \$1,161,675.

Four metallic minerals are found in the beach sands of Florida extending from Duval County to Palm Beach County. They are ilmenite, zirconium and monazite.

Before the war ilmenite, rutile and zirconium were shipped in vast quantities from India and Australia. When the war stopped shipments, Uncle Sam became desperate for these vital minerals and Florida production was greatly enlarged. During the summer of 1944, 2,000 tons of ilmenite and 300 tons of rutile were mined and shipped each month from operations near Jacksonville, and this volume was expected to be doubled in 1945.

Ilmenite is used in the place of lead in paint to produce a quality which will not turn gray on contact with sulphur water. It is used also in the manufacture of automobile tires and imitation ivory.

Rutile is used for coating welding rods, for producing smoke screens by the Army and Navy, and in the manufacture of artificial teeth. With ilmenite, it is a necessary ingredient in the manufacture of ferro-alloys for use in steel.

Zirconium is used in making porcelains, as a refractory in the steel and aluminum industries, and for the manufacture of gas mantles, spark plugs, electric fittings, paint, dye, rubber, textiles, and other

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Lime Rock.

commercial products. Monazite also is used in the manufacture of gas mantles.

Florida's mineral industry is alive to the value of research. Projects are being carried on for testing the properties of limerock for a variety of purposes; for the development of high grade ceramic products

from Florida clays; and for removal of fluorine from phosphates suitable for food for human consumption.

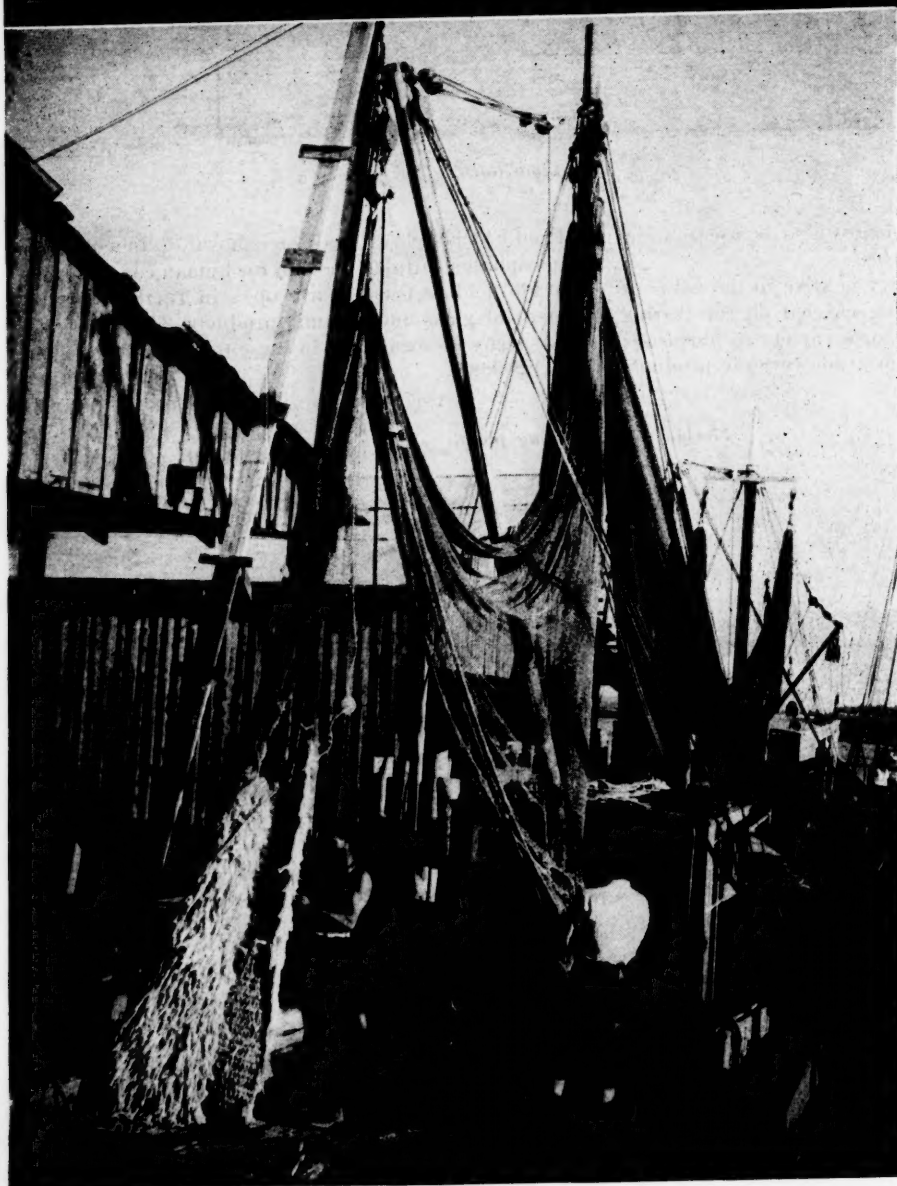
Wide fields especially are open in further development of glass and ceramic products. The state fails to satisfy its own needs in these to the extent of some \$11,200,000.

Florida stone crushing plant.





Above—Turtle catch on a Florida wharf.



Left—Working on nets.

FISHERIES

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Cargo of sponges.

FLORIDA'S famous sports fishing has been widely publicized. Its commercial fishing, while heralded less prominently, has more than doubled in value since 1930.

In 1943 commercial fishermen caught 336,892,679 pounds of fish valued at the docks at \$13,207,710. The 1930 catch was 120,415,000 pounds with a value of \$4,645,700. The state's fishermen own a fleet of some 8,000 boats, of which 13 are sailing vessels, 108 large motor boats and 8,149 smaller craft. This tabulation does not include several new steel shark boats which have been added to the fleet during 1945.

There are 246 wholesale establishments handling fresh and frozen fish products and employment is provided to around 11,000 persons by the commercial fishing industry.

The 12 seafood products which lead in commercial importance are mullet, shrimp, red snapper, Spanish mackerel, catfish, kingfish, grouper, trout, oysters, redfish, bluefish, and crappie. Florida supplies about

10 per cent of the commercial fish produced in the United States.

Florida has the only commercial sponge fishery in the United States. Tarpon Springs' divers with a fleet of over 100 boats, harvested \$2,549,862 worth of sponges in 1944. Figures on the value of hooked sponges at Key West are not available for 1944 but the estimated value of their catch is placed at \$100,000. These figures are not included in the more than 13 million dollars dock value set for the fishing industry.

There are four shrimp centers in the state, Mayport, St. Augustine, Fernandina and New Smyrna. The shrimp fleet includes 150 boats, which in 1943 recorded a haul of 12,000,000 pounds and the 1944 figure is expected to exceed even that record. Clam and oyster beds are also numerous.

Considering its recent rate of growth, leaders of commercial fishing in Florida predict a bright spot for the activity in the state's future economy.

INDUSTRY



Packing Florida citrus fruit, an important industry.

FLORIDA is poised on the threshold of a promising era of industrial expansion. Developments begun before the war have been amply justified by the wartime utilization of the state's many natural advantages. These are to be carried over into peacetime reconversion.

Blessed by nature with resources sufficient to multiply many times its pre-war industrial output, the state has gained from the war years, with their training programs, a vast influx of workers, both skilled and unskilled, to translate latent peacetime possibilities into prosperous reality.

A miniature of the future is revealed in the promising picture of the past. By 1939 the value of Florida manufacturers had attained a total of \$241,484,000. Military restrictions do not allow a later recapitulation, except in certain classifications. It does permit the information, however, that in 1939 the number of wage earners in Florida manufacturing plants was 52,732 and that by 1944 this number had increased to 117,800. As a further comparison, the Bureau of Labor Statistics reported the total of all non-agricultural workers in the state in 1941 to have been 365,000 with an increase to 485,000 in 1944.

Broadly classified, Florida's chief manufacturing enterprises cover four fields: agricultural and food

products; forest products; tobacco manufacturers; and fish processing.

Because of its large citrus, vegetable and livestock production food processing plants naturally rank highest in the state's economy. Canned citrus fruits and juices brought the state \$82,000,000 in 1943-44. The value of processed meat products was placed at \$10,000,000 and income from sugar cane products totaled \$8,000,000.

New developments in food processing, initiated by wartime demand, include three vegetable dehydration plants, at least one of which has perfected elaborate plans for expansion that contemplate also the processing of stock feed and fertilizer from sweet potatoes.

The growing importance of the sweet potato in industrial processing is further evidenced in a nearly-completed, \$7,000,000 starch plant at Clewiston in which yams will be the raw material.

Wood, Tobacco, Fish

With 65 per cent of Florida's land consisting of forests, it is not surprising that finished wood products stand high on the industrial list. The pulp industry alone accounted for income of \$41,000,000 in 1944 and led the entire Southeast in this respect. Lumber and kindred products amounted to \$25,000,000, including receipts from the manufacture of wooden containers for shipping fruits and vegetables. For the last 145,000,000 board feet of lumber is consumed annually.

An important by-product income accrues to owners and processors of forestry through turpentine operations. About 250 turpentine stills turned out naval stores valued for the 1943-44 season at \$6,499,825.

Following forest products in relative importance, Florida's tobacco industry consists largely of cigar factories. These plants, the principal of which are located in Tampa, Key West, Jacksonville and

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Quincy, turn out products annually that exceed \$26,000,000 in value.

The state's extensive fishing industry is the basis of many processing plants. These yielded total income of more than \$20,500,000 in 1944. They include dehydrating plants, quick-freeze plants, and oil-extraction plants. By-products are a substantial source of income in this industry. Among these are shark liver oil for Vitamin "A" products, sharkskin leather, shark steak and fillet, poultry and animal feeds, buttons and novelties from fish-scales and shells, and tropical fish as pets which alone had an estimated value in 1943 of \$4,650,000.

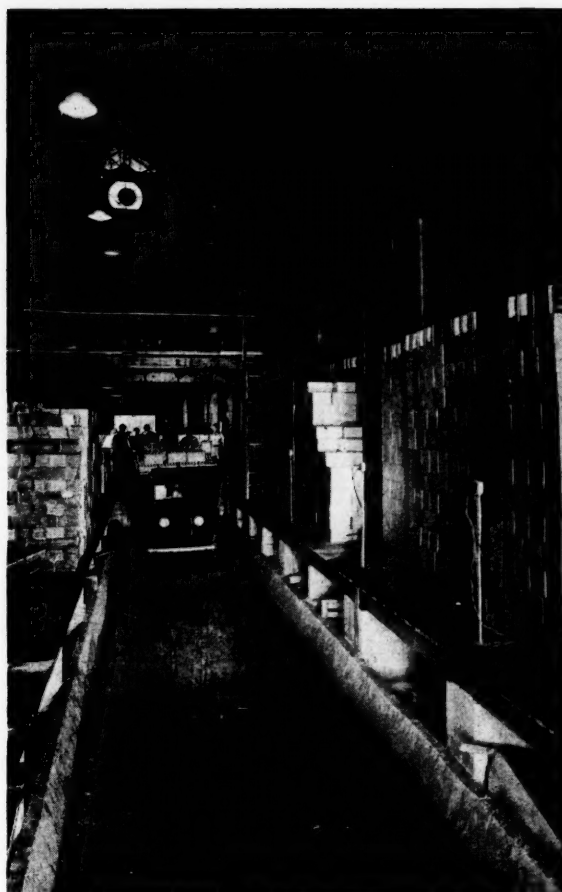
Besides these major industries, promising prospects are visible in the fields of glassmaking, ceramics, machine shops, chemical and fertilizer manufacture, stone, clay and concrete processing, and copper, tin and sheet metal works, which already contribute substantial, though less impressive, additions to the overall industrial take.

The trend of national industry is southward and Florida is taking stock of its possibilities. It realizes that in addition to its own needs it furnishes the logical export points for shipments to South America. Wartime accomplishments have amplified the prospects. Expenditures for war-need expansion from July 1940 through June 1944 totaled \$645,000,000. While War and Navy Departmental installations accounted for 81 per cent, important developments of a more permanent nature also resulted. Sixty million dollars was expended on plants and equipment for the production of ships, combat vehicles and aircraft; \$43,000,000 on housing projects; and \$21,000,000 on chemical and food processing plants.

Future Outlook Bright

Florida has been recognized for doing a good job in the nation's shipbuilding program as the "M" awards by the Maritime Commission can testify. Other plants, while having received less tangible recognition, have done equally as well. The end of the war will see the release of vast skilled executive and artisan ability for potential industrial expansion along peacetime lines.

Research, already far advanced, will contribute greatly to the anticipated advancement of the state's industries. To assist small plants to set up their own laboratories, the 1943 state legislature created a

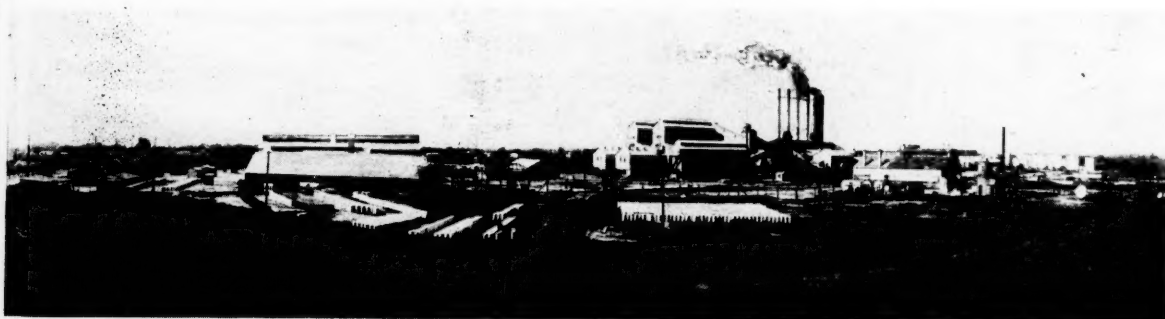


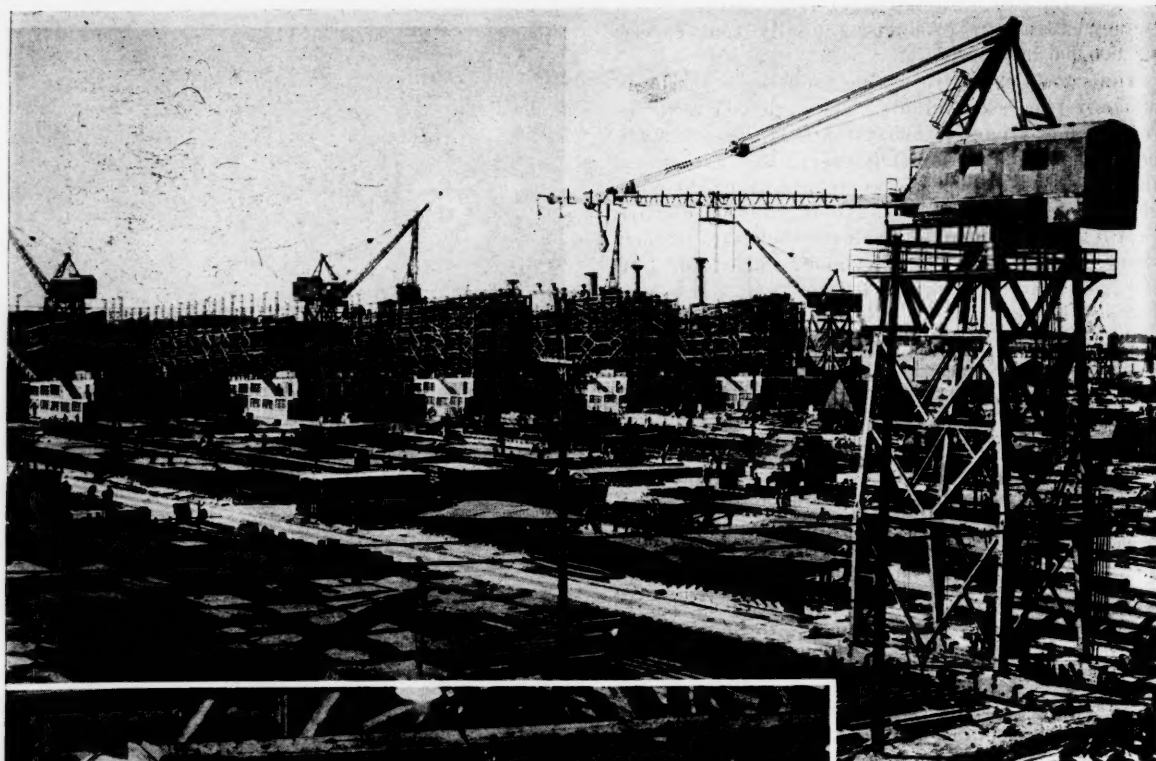
Florida warehouse interior.

state-financed industrial and experiment station at the University of Florida. Its facilities, now devoted largely to war purposes, will become available for study by plants wishing to install their own experimental facilities.

Numerous private laboratories are already engaged in the processing of pectin, oil molasses, stock feeds, alcohol and yeast from citrus by-products; in dehydrating and quick-freezing vegetables; in deriving various chemical products from turpentine; in using sugar cane pulp in the production of paper and alpha cellulose; and in the manufacture of starch, yeast, alcohol, and stock feed from sweet potatoes.

Florida naval stores plant.





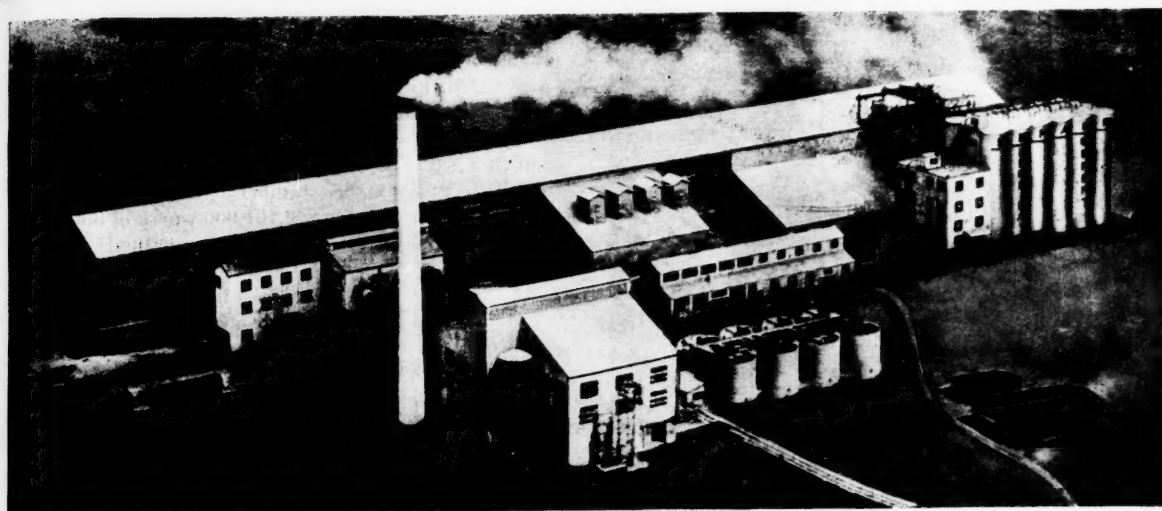
Above—Shipbuilding.



Left—Building refrigerated trucks for overseas.

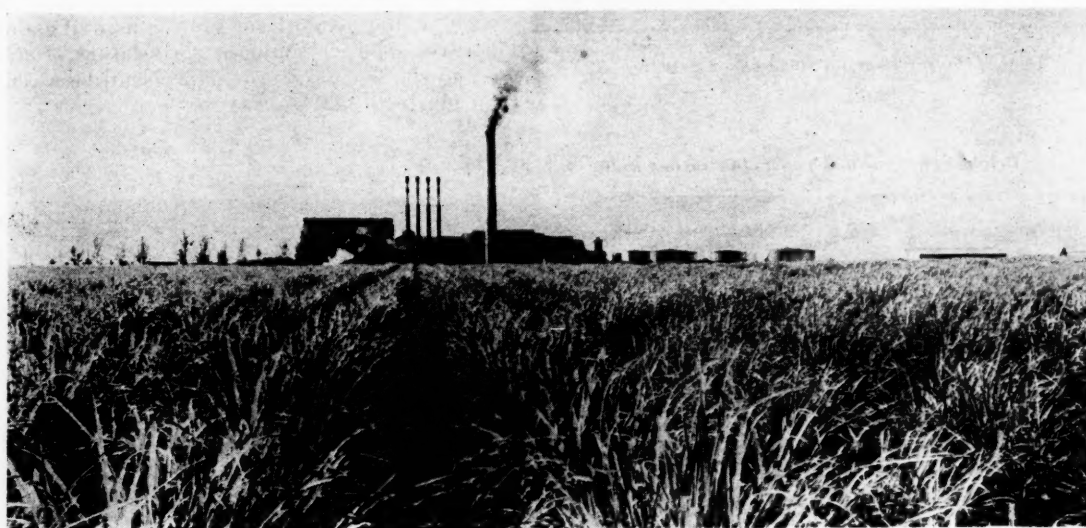


Below—Portable houses in the making.

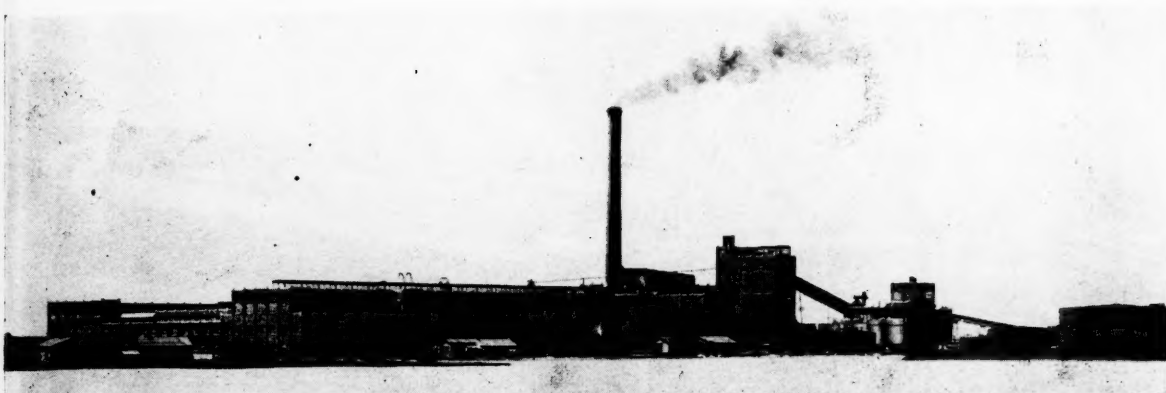


Above—Portland cement plant.

Below—Everglades sugar plant.



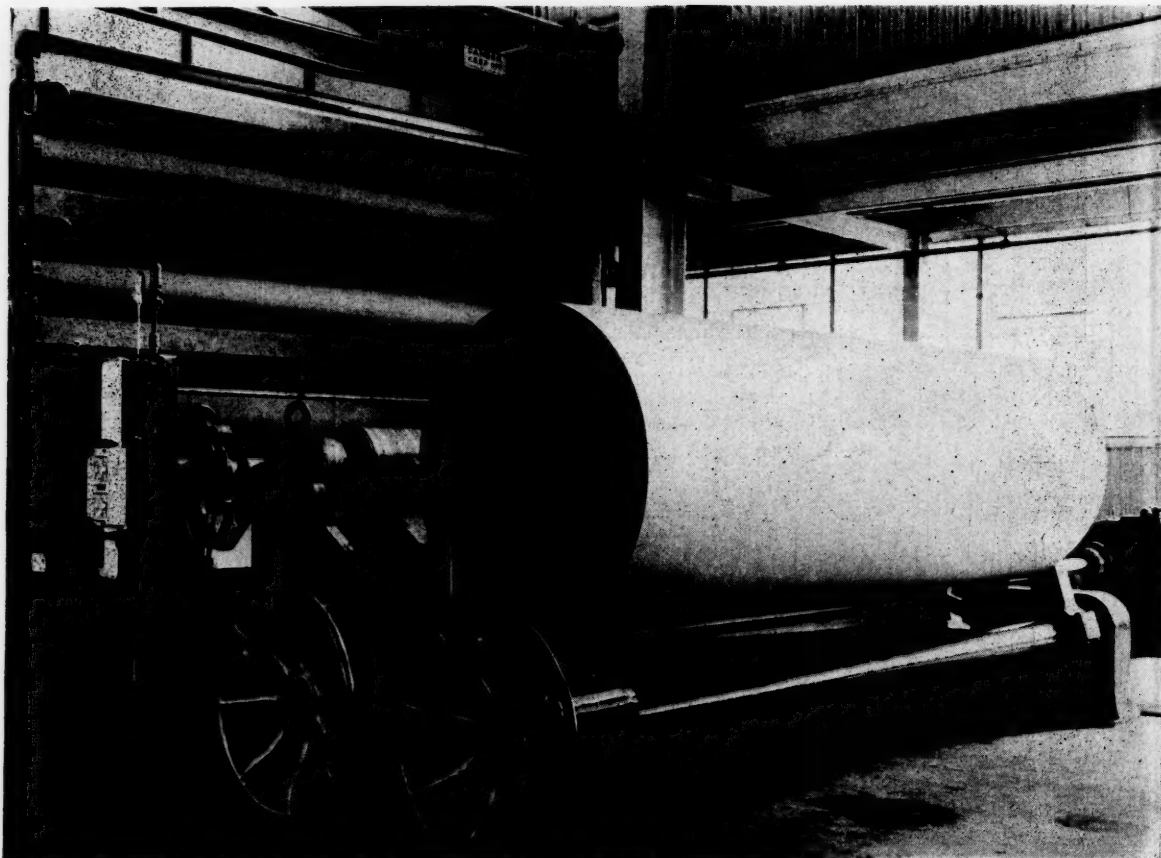
Below—Paper mill at Port St. Joe.





Above—Logs on the way to paper.

Below—The finished paper 144 inches wide.



The state has not overlooked the matter of making an inventory of needs as well as potentialities. According to this study Florida imports \$73,352,000 of food and kindred products; \$20,067,000 of textiles; \$45,087,000 of wearing apparel; \$17,535,000 worth of printing; \$12,785,000 in leather goods; \$9,061,000 of furniture and finished lumber; \$11,200,000 in glass and ceramic products; \$22,401,000 worth of electrical machinery; and other machinery valued at \$24,338,000.

To the industrialist of today and the future, Florida offers a sound and efficiently operated state without bonded indebtedness. Climate, geographical advantages and progress already made, bid strong support for new enterprise. A wide variety of natural resources have been scarcely more than tapped.

The state's forests, fields, mines and seas are rich in raw materials sufficient to multiply its industrial output many times.

Opportunity for new industries in Florida is genuine—and that is the type of industry Florida wants. It welcomes soundly-financed, well managed establishments which will not only use her materials but will also provide jobs at reasonable wages for her people. She wants civic-minded organizations which are willing to work for Florida as well as for themselves. She is starting a new century of statehood, and she is determined that it shall be a century of enduring progress.

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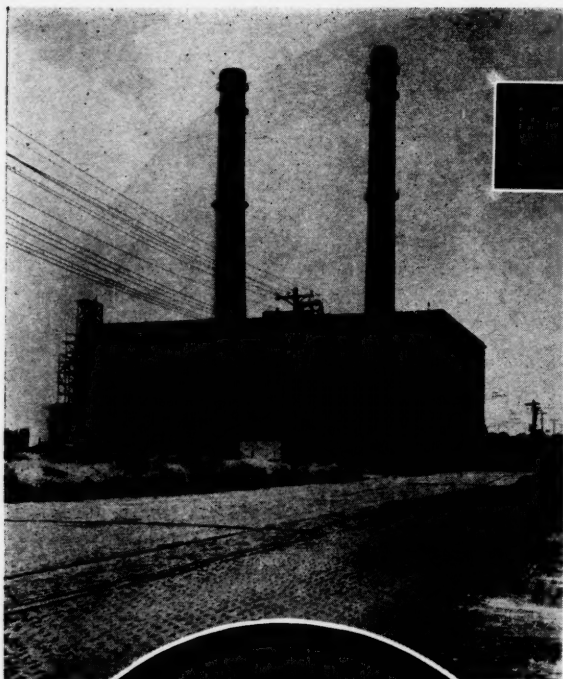
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Circle—A large Florida industry.



Below—Making cigars.





POWER

THE scope of industrialization and the growth of business in the State of Florida is vividly depicted in the increase of electric power generated in the state during the past decade.

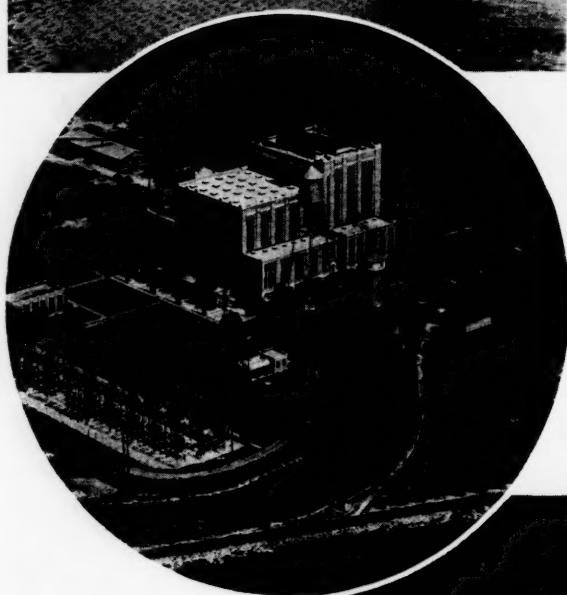
The ten years, 1933 to 1943, saw a growth of 260 per cent in electric energy production in Florida, compared with a national increase of 150 per cent. In 1944 the state's electric systems produced 2,412,655,000 kilowatt-hours, 25 per cent above 1943, whereas national production for the same period increased only three per cent.

Florida's gain in electric power output shows a steady, healthy advance. From 1935 to 1940 an increase of 12 per cent was registered. A gain of 19 per cent was marked up in 1941 over the previous year. While only two per cent gain is seen for 1942 over 1941, the deficiency was soon reconciled by a 19 per cent gain in 1943.

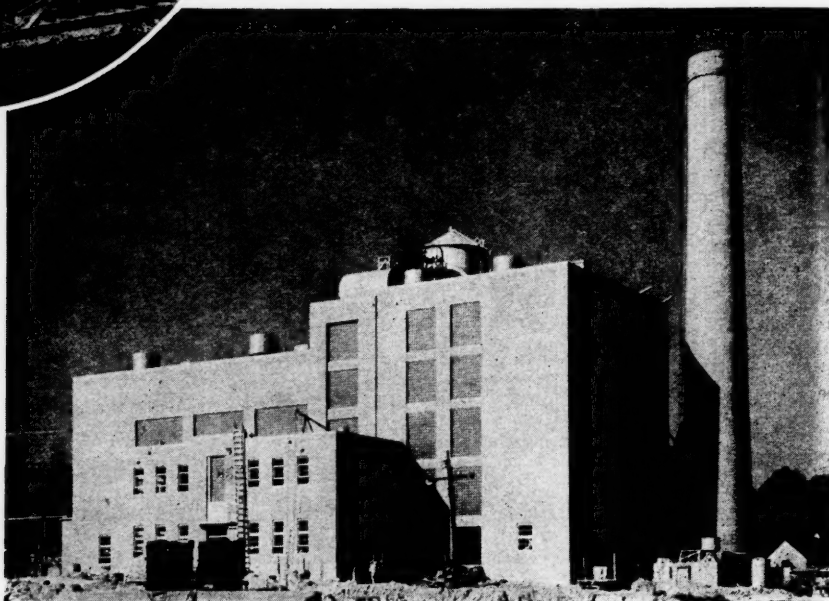
Oil is the fuel that produces 98 per cent of the power generated in the state's 77 electric power plants; four employ water, and the remainder make use of gas.

Fifty of the 77 plants are owned by private utility companies; twenty-seven are publicly owned.

Electric power generated in the state is not only adequate to take care of immediate needs but has sufficient reserve to supply future developments up to fifty per cent greater than now existing.



Florida power plants.



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TRANSPORTATION



WITH a network of railways and highways, strategic port facilities recognized from the earliest days of the republic and natural advantages for aviation development, prospects are bright that Florida will play an ever increasing role in future trade with sister states and with foreign lands.

Railroads

Railroad building in Florida dates back to 1830, when three short lines were started in the northwestern part of the state. These had a total of some 59 miles of tracks.

Sixteen railroad companies, excluding terminal and city electric lines, now serve the state. The track mileage of all companies, including double tracks and sidings, totals more than 8,000 miles.

Every important railroad of the nation contributes to Florida travel, especially during the winter tourist season in normal times. From November to April, twenty-seven passenger trains enter the state every day and a like number depart. Twenty-two daily incoming and out-going trains are maintained on the summer schedule. This excellent system places New York only 23 hours from Florida, Chicago 30 hours and St. Louis 28 hours, by rail.

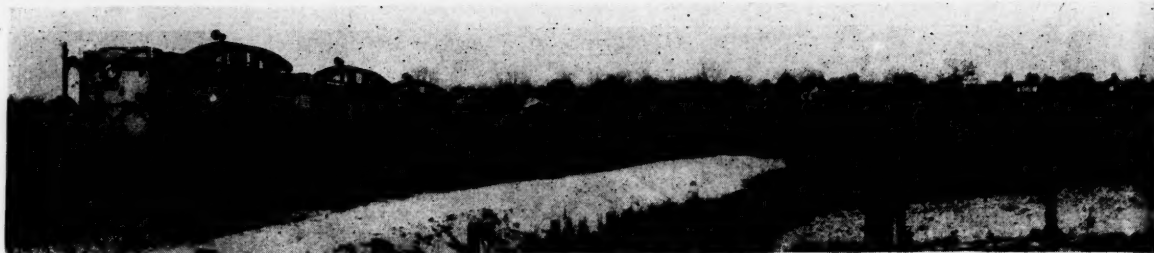
Peninsular Florida owes much of its tremendous development and growth to the foresight of railroad pioneers who bought, consolidated and expanded existing short lines into great systems.

Enterprising leaders in the early 80's envisioned strings of magnificent hotels along Florida coasts and realized the necessity of adequate railroad systems to open that territory to visitors and to develop the agricultural possibilities of the region. One such railroad was built to Key West, an amazing engineering project. Although the Key West extension has since been abandoned, the numerous bridges from key to key are utilized by the Overseas Highway in one of the most unique motor routes in the world.

Highways

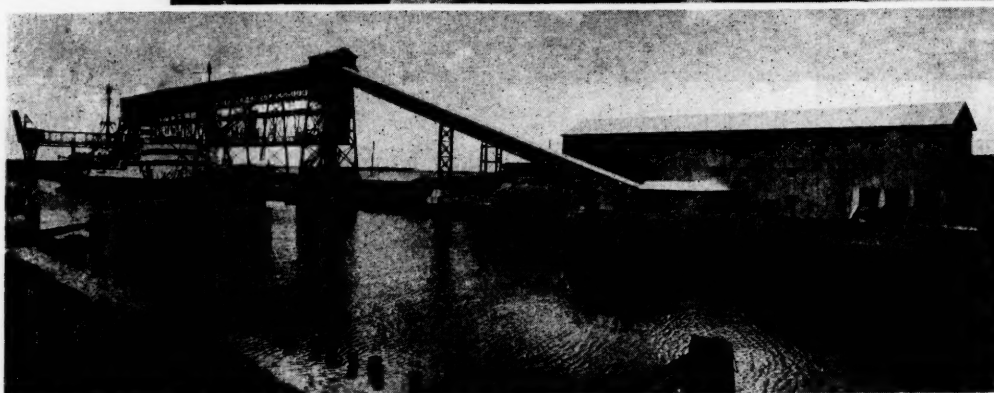
With nearly 9,000 miles of hard-surfaced roads, Florida has one of the best systems of highways in the nation. These include those roads built partly by the counties, partly by the state, and partly by federal funds. In addition to providing automobile travel to every section of the state, these roads interlock with highways entering Florida and provide through routes from the southernmost part of the United States to all parts of the nation.

Florida highways include many notable bridges. The Gandy Bridge across Tampa Bay connecting Tampa and St. Petersburg and the Davie Causeway, across Tampa Bay, connecting Tampa and Clearwater, and are now toll free. The Overseas Highway, extending from the mainland south of Miami to Key West, consists of a series of bridges spanning



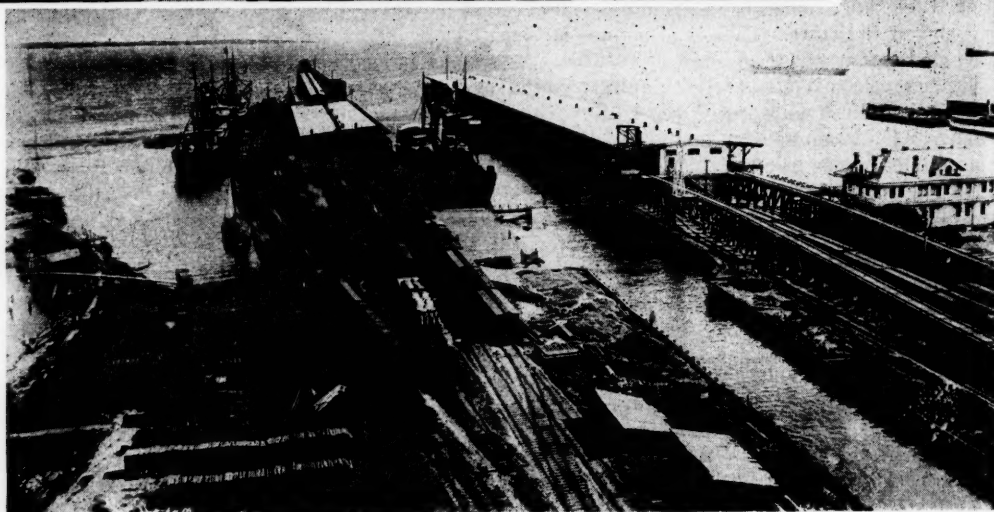
Above—Oil tank cars on a Florida railroad.

*Right —
Freight by
air enroute
to Latin
America.*



*Left — Port
Tampa.*

*Right —
Docks at
Pensacola.*



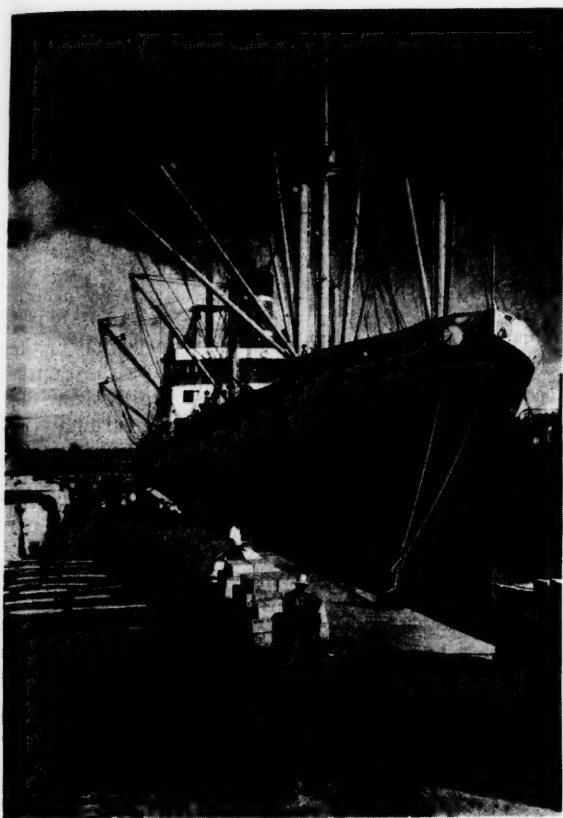
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Florida Shipping Scene

the waters between the keys. One of these bridges is seven miles long. A toll of one dollar is charged by the Overseas Highway Commission for a section of the highway built and maintained by the commission. The remainder of the Overseas Highway is state highway and toll free.

The 1945 budget of the State Road Department, which has just been announced, provides \$36,000,000 for construction, depending on the progress of the war and the availability of labor and materials.

The creation of an eastern loop of the Pan American Highway is now well on its way toward completion. An automobile ferry between Key West and Cuba is ready to go into service within six months after the end of the war. Cuba is cooperating by constructing a highway across the island. Traffic from there will go by ferry to the Yucatan Peninsula, where it will connect with the western loop of the highway through Mexico.

Florida has one of the best inter-city bus systems in the country. Thirty-three companies provided inter-city service in 1944, operating 440 buses over 5,851 miles of highway. Splendid bus service is also available to every section of the United States and Canada.

Port Facilities

With 1,221 miles of coast line on the Atlantic Ocean and 2,530 miles on the Gulf of Mexico, including indentations and island shores, Florida has been

a maritime center since the days of the Spanish Main.

Recognizing the importance in postwar commerce, Congress authorized the expenditure of more than \$32,000,000 for the improvement of Florida harbors and waterways in its Rivers and Harbors Bill last February. This amount represents approximately 10 per cent of the total postwar program set up in the bill.

In addition to being the natural gateway to Latin America, the tremendous war-time shipbuilding industries at Jacksonville, Tampa, Miami, Panama City and Pensacola have emphasized the maritime advantages which Florida contributes to the nation.

The port of Jacksonville, on the St. John's River, 22 miles inland from the Atlantic Ocean, has a 30-foot channel and handles a large volume of foreign and coastwise shipping. Its major import items are fertilizer, bananas, provisions, paper, manufactured products, non-metallic minerals and creosote. Major export items are iron and scrap steel, naval stores, lumber and oyster shells.

A \$35,000 economic survey of the city's harbor facilities and industrial area is now being made by a firm of consulting engineers to chart postwar development.

Passage of the Rivers and Harbors bill provided \$725,000 for deepening and widening the river from Jacksonville to the ocean; \$290,000 for deepening and widening from Palatka to Lake Harney; and \$25,000 for deepening and improving navigation from Jacksonville to Lake Harney.

This bill also includes \$11,089,000 for deepening and improving navigation of the intracoastal waterway from Jacksonville to Miami.

Port Everglades, located three miles from Fort Lauderdale and six miles from Hollywood, is in the heart of a fast-growing area of the east coast. It has a 35-foot channel, said to be the deepest south of Norfolk. The channel is 500 feet wide and is only 7,200 feet long in a straight line from the docks to the open sea.

It provides 5,050 feet of berthing space, of which 3,250 feet are on 35 feet of water, and is served by a belt line railway, with 4.2 miles of main track and 20 miles of switches.

This port is the terminal of the searain to Cuba. Oil companies have large storage facilities here and large quantities of molasses for industrial and other purposes pass through the port.

As at other ports, pre-war facilities of Miami harbor in Biscayne Bay have been taken over by the Government. However, considerable improvements are planned for the return of normal times, notably the development of Virginia Key as a seaport-airport center. The new Rivers and Harbors Bill includes \$5,781,000 for the improvement of Miami harbor, \$91,000 for Miami River, and \$1,830,000 for the Intracoastal Waterway from Miami to Key West.

Key West has experienced its most active period of development during the war. Its location makes it of great strategic importance as a naval base.

Fernandina has a very fine deep harbor with increasing business. Two pulp mills, a phosphate elevator, and an extensive fishing industry give it an in-

dustrial background. It has ample dock facilities and a 30-foot channel to the sea enabling ships to dock within 40 minutes after entering the jetties without the necessity of tug service.

Tampa is the major Florida Gulf port. Phosphate dominates the export picture, with lumber and iron and steel scrap contributing. Chief import items are fertilizer, sugar and bananas. The Rivers and Harbors Bill includes \$856,000 for improvement of this harbor and \$189,000 for the development of a postwar chemical and citrus shipping port in the Alafia river.

Pensacola is another important Gulf port. Lumber and naval stores are the major export items, while cabinet woods, creosote and cement dominate the import trade. Postwar improvements of \$162,000 are provided in the Rivers and Harbors Bill.

Interior Waterways

Florida's cross-state canal, extending from Fort Myers on the West Coast traversing the Caloosahatchee River to Moore Haven on Lake Okeechobee, across the lake to Port Mayaca and thence by the St. Lucie canal to Stuart on Indian River and the Intracoastal Waterway and from there to the Atlantic Ocean, has been allocated \$208,000 in the Rivers and Harbors Bill for deepening and improving navigation. \$3,200,000 has also been provided for the Intracoastal Waterway from the Caloosahatchee River to the Ancolote River. Various other improvements in this waterway from the Ancolote River to Pensacola are also provided.

The Apalachicola, Chattahoochee and Flint Rivers in Florida and Georgia will receive \$6,500,000 in postwar improvements through the Rivers and Harbors Bill.

In pre-war days 24 steamship lines operated regularly from major Florida ports. With inland and overland feeder lines of transportation growing by leaps and bounds, the return of peace and normal civilian activity is expected to find Florida maritime shipping registering even more impressive records.

Airlines

The mother of commercial aviation, the natural gateway to Latin America, and the training ground for thousands of men in the Army, Navy and Marine Air Corps, Florida naturally occupies an unexcelled position in aviation development.

As of November 28, 1944, there were 192 airports within the state. The plan presented to Congress by the Civil Aeronautics Administration late last year proposed to expand the number to 249 through the expenditure of \$23,734,630.

Florida is served by eight national and international airlines; one intra-state line is already in operation and has announced expansion of its service; and a new aerial freight line to Caribbean ports has been scheduled to start operation. A large number of other airline applications for routes are pending.

One major airline connects Miami, Jacksonville and Tallahassee with New York, Washington, Richmond, Atlanta, St. Louis, Chicago, Houston, San Antonio, Brownsville and other points; another operates from Miami, St. Petersburg, Tampa, Lakeland,

Jacksonville, Tallahassee and Pensacola to New Orleans, Mobile and related destinations; while a third operates from Miami to Cuba, Central America, Nassau, British West Indies, Mexico, South America, Africa, Asia and Australia.

A British airline operates from Miami to British West Indies, Dominican Republic, Haiti, Jamaica and the Bahamas; Compania Nacional Cubana de Aviacion S. A. and Expreso Aero-Inter-Americano S. A. join Miami with Havana; Royal Dutch Airlines operate between Miami and Netherlands West Indies, Jamaica, Haiti and Cuba; and Taca connects Miami with Costa Rica, Nicaragua, Honduras and Cuba.

The U. S. Immigration Service reports that of the 55,000 aliens and 6,000 citizens entering the Southeastern Area during the fiscal year ending June 30, 1944, fully 95 per cent of them came through the Miami port, almost exclusively by air.

One airline alone carried 126,520 passengers into and out of Miami during the calendar year 1944. It also reports 4,315,292 pounds of express and 2,342,429 pounds of mail transported by its planes for the year.

Because of its large winter fruit and vegetable production and the possibilities of speed in shipping a wide variety of tropical fruits to northern markets, Florida is keenly interested in the development of air freight transportation as soon as war conditions permit. Plans are now being worked out to provide the feeder lines essential for this movement.

Since Tony Jannus made the first commercial flight in the United States from St. Petersburg to Tampa on January 1, 1914, and the days when the late Glen H. Curtis operated his aviation school and charter service at Miami, Florida has been a leader in aviation.

With the finest flying weather in the country and



The Overseas Highway

its multitude of airfields built for training purposes by the military services, the state is preparing to take full advantage of its postwar possibilities. A committee appointed by Governor Millard F. Caldwell, with the cooperation of a clinic held by the NAA and through recommendations made by the aviation division of the Florida State Chamber of Commerce, will present a program to the 1945 Legislature for fostering, developing and promoting Florida aviation.



A Florida Beach.

UNDER normal peacetime conditions recreation is Big Business in Florida.

When the nation went to war, however, the state changed almost overnight from the "Playground of the Nation" to the "Training Ground of the Nation." Its \$750,000,000 investment in recreation and amusement facilities was placed at the disposal of America's fighting forces.

At the peak of this period, in 1943, the armed services were using 538 of the state's 1,642 hotels and 31,598 of its 83,742 hotel rooms to house members of the various military branches. On January of this year 100 hotels were still in service, chiefly as hospitals and rehabilitation centers.

The great influx of families of members of the Army, Navy, Marine Corps, Coast Guard, plus the immigration of workers in shipyards and other war plants overflowed even the large accommodations made for tourist entertainment in peace times and created an acute housing problem. This has been accentuated during the regular winter seasons when many aged and infirm persons continued their annual migration to the warm and comfortable climate of the Sunshine State. Some of the big spenders have also made their usual annual appearance on the Florida winter scene despite travel restrictions, demonstrating the inability of even government officials to completely prevent those who have the Florida habit from indulging in its balmy pastimes.

In addition to its magnificent hotel accommodations Florida had 7,781 apartments with 172,034 rooms, 12,610 rooming houses providing 87,137 rooms, and 1,259 tourist courts with 20,599 rooms available for its tourist friends in 1942. These and more will be ready for the expected resumption of tourist travel when victory is won.

Vacationers' Paradise

Between two and three million people from all parts of the United States and from foreign countries normally visit the state annually, attracted by the sunny climate and pleasing environment. Before the war, visitors spent an estimated \$300,000,000 annu-

ally, to account for about 60 per cent of the state's normal cash income at that time.

With 60 per cent sunshine in winter and 70 per cent in spring, Florida has the sunniest winter climate in Eastern United States. Because of its low altitude, it has the most intense sunlight east of Texas.

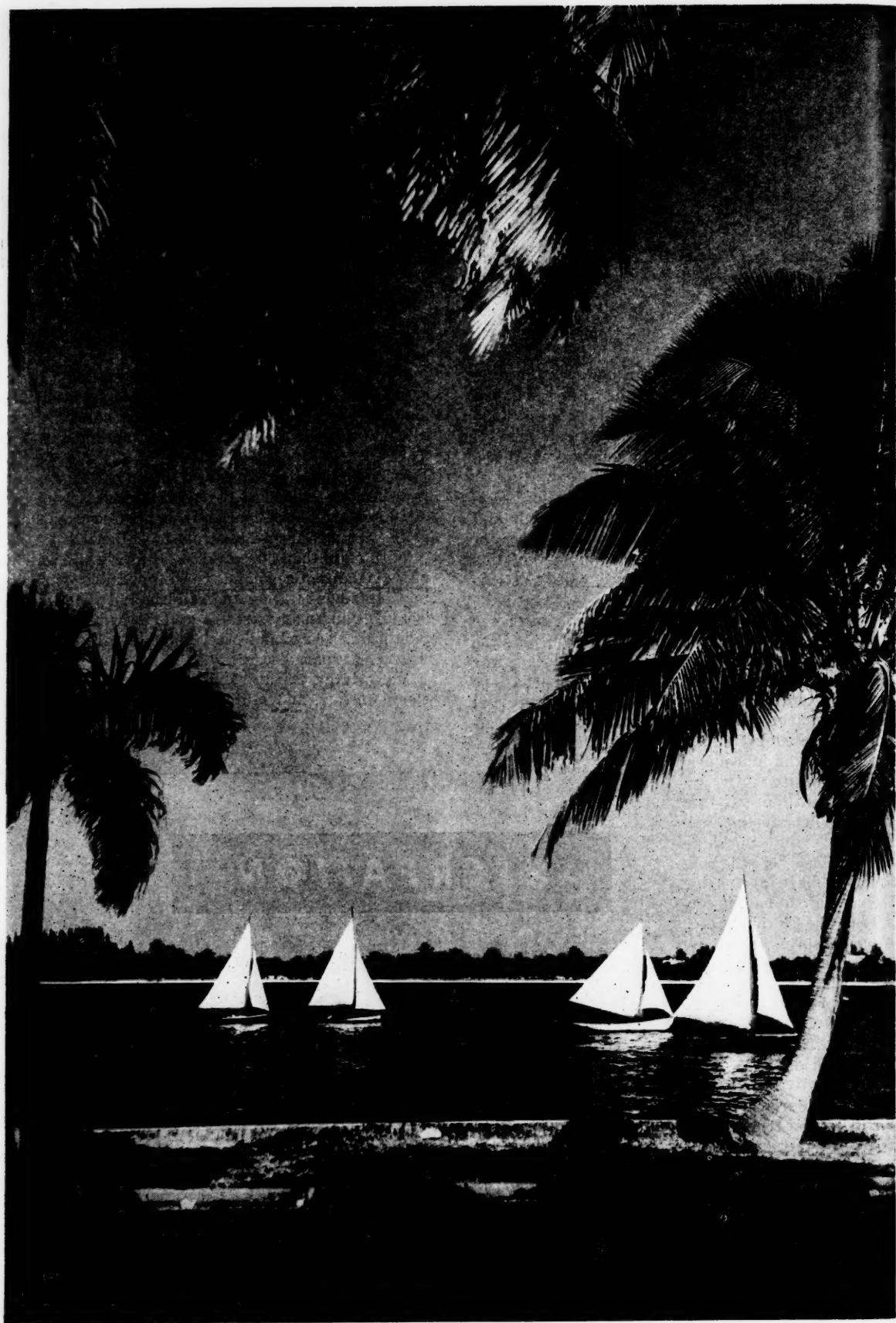
Splendid bathing beaches extend on the East coast from Amelia Island on the North to the keys below Miami on the South, and on the Gulf Coast for most of the distance from Pensacola to Collier City.

With more than 600 varieties of fish in the waters of the Atlantic Ocean and the Gulf of Mexico, including the famous tarpon and sailfish, and with its 30,000 lakes and many streams well stocked with large-mouth black bass and other game fish, Florida is a fisherman's paradise.

Many large private hunting preserves, four National forests, and millions of acres of unoccupied

RECREATION





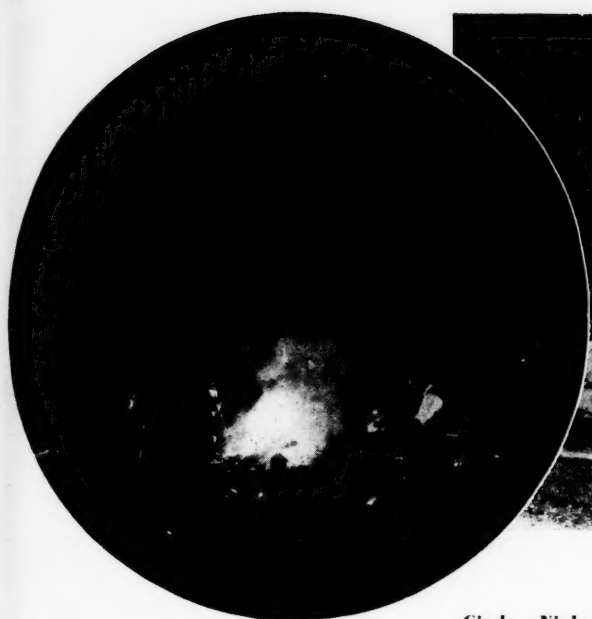
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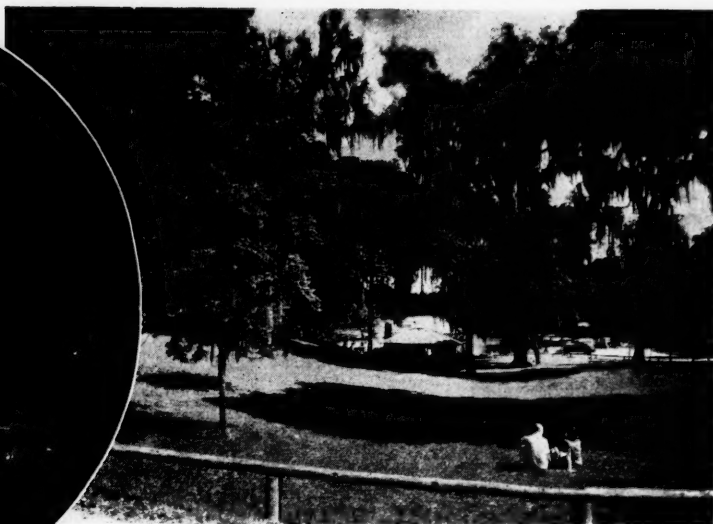
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Circle—Night camp in the Everglades.



Above—A Florida resort.

lands provide hunting grounds for birds and for wild turkey and deer for the pleasure of the nation's Nimrods.

Park System

Florida's State park system was initiated in 1935. It is now composed of 13 parks and one group camp, the total acreage aggregating about 31,200. Seven of these parks and the camp are now open to the public.

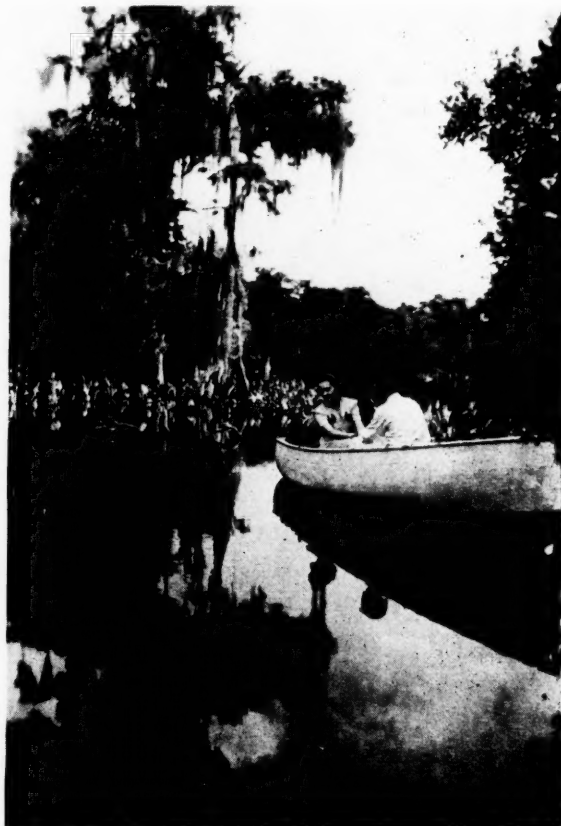
Prominent among new projects is that of Everglades National Park, authorized by the Congress last December and designed to become a unique addition to the nation's tourist attractions. The Federal government has established a greater number of bird reservations in Florida than in any other state and in this regard the proposed Everglades park will provide a treasure trove for wild life lovers. The area selected for the project embraces forests of tropical plants and the largest mangrove trees in the world together with broad marine scenes and abundant fish life. Many types of foliage are found to provide nesting and feeding grounds for myriads of birds including more than half the North American population of great white herons as well as the only nesting colonies of roseate spoonbills. Present also are the reddish egrets, found only in Florida and most of the stock of American crocodiles.

Postwar Outlook

These attractions are augmented by the springs developed by private organizations, and by 150 golf courses, many of which have been made nationally prominent by annual tournaments in which the stars of the links participate. They comprise the resources upon which Florida bases its determination to hold the lead as a tourist and recreation center in postwar days.

Rich in historical background from the oldest city in the United States at St. Augustine to the burial plot of the victims of the Maine at Key West, from

the storied strands at Pensacola and over the tragic route of DeSoto to Tampa, and with a large portion of its population engaged in service trades catering to guests from the wide-world, Florida's foremost postwar project is dusting off the "welcome mat" for the millions of visitors it will invite to spend victory vacations in the Land of the Sun.



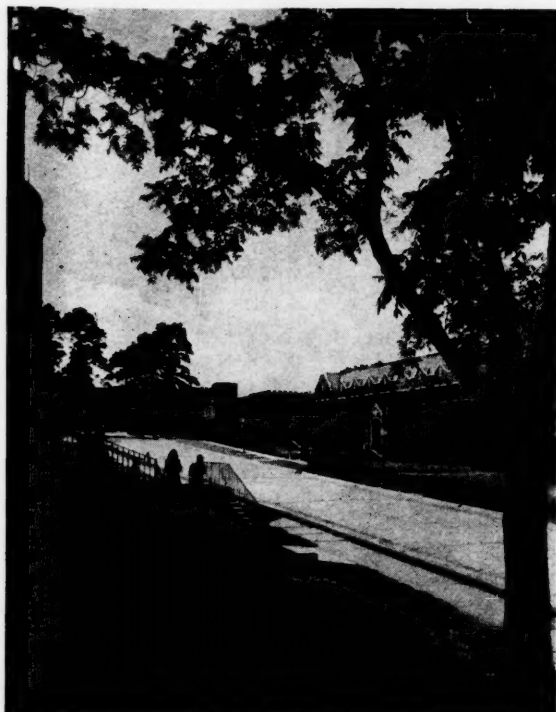


*Trade School,
Miami.*

DETERMINED that her 390,000 school children shall have educational opportunities second to none in the Nation, Florida is embarking this year upon a greatly expanded program of state support and regulation of schools.

A Florida Citizens' Committee, appointed by former Governor Spessard L. Holland is being given earnest cooperation by Governor Millard F. Caldwell, who took office in January, 1945, and by State Super-

Florida State College for Women.



EDUCATION

intendent Colin English to make a thorough study of the public school situation and recommend a sound educational program.

In accordance with the recommendations of this committee, administration leaders introduced three bills in the present Legislature, all of which were approved early in the session. The first appropriated \$2,728,000, or \$200 for each instruction unit, to provide increased teachers' salaries.

The second bill appropriated an additional \$3,900,000 annually for the next two years to increase the state allocation per teacher unit from \$800 to \$1,050 annually. Of this \$250 unit increase, \$195 is allocated to the counties, \$5 is retained for state instruction supervision and \$50 goes into a fund for use only in counties having the most limited financial resources—an attempt to equalize school systems throughout the state.

In order to qualify for this extra fund, a county must maintain school terms not shorter than nine months; must employ a qualified supervisor of instruction; and must comply with requirements for minimum and maximum classroom teaching loads.

The third bill appropriates an extra \$1,400,000 per annum to broaden the base of the instruction unit formula, lighten classroom teaching loads and permit use of state funds to pay principals.

In order to maintain a high instruction standard, the schedule of salaries for both white and negro teachers is based upon a uniform rating scale which takes into account training and experience. An adequate teacher retirement system, supported by contributions by both teachers and the state, provides incentive to instructors to continue in their chosen vocation. In addition to this, some of the larger counties have adopted teacher-tenure systems.

Public Schools

Public schools are under the general supervision of the State Department of Public Instruction, headed by an elected State Superintendent who is also a member of the State Board of Education, composed, in addition, of the Governor, Secretary of State, Attorney General and State Treasurer.

The state has a county unit system consisting of a school board of three members who are elected by the people. The county superintendent, also elected by the people, is secretary of the board and supervises the county system. The county board has general charge of all of the schools of the county.

Counties are divided into special tax districts which are established by popular vote. These levy taxes for the support of schools and for the erection of buildings. Three trustees have the authority to

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nominate teachers and make recommendations in the interest of their schools.

The average daily enrollment in the white schools for 1943-44 was 288,071, of which 44,974 were in grades 10 to 12. Enrollment for the same period in negro schools was 102,588, with 7,881 in grades 10 to 12.

White schools, maintained for the 1943-44 term, consisted of 16 kindergartens, 879 elementary, 287 junior high and 221 senior high schools. Negro schools were divided among 853 elementary, 106 junior high and 70 senior high schools.

Vocational education work conducted by the state receives the cooperation of Home Demonstration agents and County Agricultural agents and is granted assistance by the Federal Government. State adopted textbooks are furnished free to the lower grades, and industrial schools are maintained for both boys and girls.

Besides the educational work performed by the state in the State Hospital and on the State Farm, a State School for the deaf and blind is maintained at St. Augustine and special supervisors are provided for Negro education, physical and health education and for playground and rehabilitation work.

In addition to county and special tax district financial support, the schools have been receiving increasing State support from each biennial session of the legislature. All motor vehicle license revenue, less collection expenses, auto transportation tax, one-half cent gasoline tax, a portion of the State beverage tax, license and inventory tax, and several other miscellaneous State income sources contributed \$12,243,231 to the county school fund in 1943-44. The state's basic educational system was inaugurated under the constitution of 1868; was supplemented by the school law of 1869; and was greatly advanced by the Buckman Law of 1905.

The Buckman Law placed under the State Board of Control the Florida State College for Women and the Florida Agricultural and Mechanical College for Negroes, both at Tallahassee, as well as the Florida School for the Deaf and Blind.

Since 1942 the Florida State College for Women has been the second largest state college for women in the United States, being exceeded only in enrollment by the Texas State College for Women.

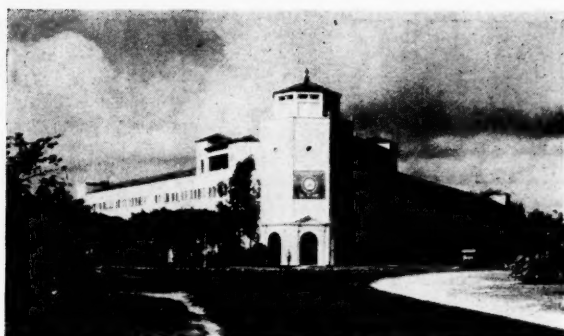
Private Schools

In addition to these State schools there are a number of colleges and private schools, such as Rollins College at Winter Park, Stetson University at DeLand, Southern College at Lakeland, the University of Miami, the University of Tampa, Webber College at Babson Park, and Palmer College at DeFuniak Springs.

There are several privately operated negro colleges and preparatory schools in Florida.

Military and Naval schools for boys are located in Duval and Pinellas counties. Several private schools for boys and girls are located at various points in the state, some of them conducted exclusively in the open air.

One of the unique educational institutions in the



University of Miami

state is the vocational training school, which occupies a fifteen story building in downtown Miami. In addition to the conventional subjects, a hotel training course was inaugurated in 1931. Thousands of young people have had training in this department and have taken positions in all parts of the country. The two upper floors of the building have been converted into a hotel, which is operated the year-round, under student management. It contains 100 rooms, lobby and other modern hotel features.

Officials and citizens are taking increasing interest in improving educational facilities and standards. The Continuing Educational Council, organized in 1932 by the Florida Education Association, is composed of representatives of the teaching profession, Parent and Teachers' Association, and various civic organizations. This group in coordination with the government-sponsored Florida Citizens Committee has made plain its aim of assuring Florida a postwar educational program.

John B. Stetson University





Above—University of Florida

Notwithstanding the deficiencies that remain to be overcome, the state can take considerable pride in the progress already made. Great improvements have been made over the little red schoolhouses which sufficed for a generation in the past. These changes for the better are vividly apparent to anyone going from town to town over Florida's first-class highways and visiting the modern structures and facilities that provide for the education of the youth of the state.



Circle—Rollins College

Below—Berry College for Women.



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THE significant trend in Florida government, legislation and taxation has been toward making the state attractive to homeseekers and investors.

The constitution provides for a two house legislature, the Senate of which is composed of 38 members and the House of 95.

State senators are elected for four years with biennial alternation between even and odd-numbered districts. House members are elected biennially by counties, with representation based on legislative reapportionment. The five largest counties have three representatives each, the 18 next largest have two each and all others have one representative each.

The governor is elected for a four-year term and by constitutional provision is not eligible to succeed himself.

Since adoption of the Florida constitution in 1885, forty years after admittance to the Union, 78 amendments have been appended and even now a strong movement is on foot to persuade the legislature this year to set up a constitutional convention or commission to draft a new constitution for submission to the people.

One of the latest amendments, adopted in 1944, is the so-called "Right to Work" amendment which provides that "the right of persons to work shall not be denied or abridged on account of membership or non-membership in any labor union or labor organization." This amendment has attracted nation-wide attention and is under attack in several courts.

The state constitution prohibits issuance of state bonds except for suppressing rebellion or repelling invasion. Florida, therefore, has no bonded debt. Nor does it have a state income tax, a general sales tax, a state tax on lands, nor a poll tax. Homesteads are exempt from taxation up to a value of \$5,000, and inheritance tax is limited to the amount refunded to the state by the Federal Government.

The 1941 legislature passed a number of tax reform measures which have tended to equalize taxation. These had their foundation in the adoption in 1940 of an amendment to the constitution prohibiting the levy of ad valorem taxes upon real property or personal property except tangible property, for state purposes after December 31, 1940.

Taxes Favor Business

Changes in state tax regulations resulted in a shift in tax revenue for state purposes from business and property to luxury sources, comparative effect of which is apparent in the yield of 33.6 per cent of the state's revenue from luxury sources in the fiscal year 1943-44.

Per capita business and property taxes declined from \$9.23 in 1934 to \$4.68 in 1944, even though total revenue receipts jumped in that ten year period from \$34,932,655 to \$63,056,268—an increase of 80.5 per cent. Offsetting declines in business and property taxes, liquor taxes produced \$8,436,762 in 1944 as against only \$492,167 in 1934; Horse and dog racing gave the state \$6,824,273 in 1944, compared with \$1,072,565 in 1934; and motor vehicle licenses netted \$9,232,016 in 1944 contrasted with \$4,285,681 in 1934.

Faced with prospect of mandatory closing of race



tracks by the war, the 1943 legislature passed a cigarette tax to replace the revenue to be lost from this source. By January 1, 1945 the then 18-month-old cigarette tax had produced \$6,890,159.

In addition to revenues from these sources, receipts from gasoline taxation climbed from \$15,236,313 in 1934 to \$22,113,783 in 1944 despite bans on non-essential driving. An amendment to the constitution in 1942 assigned two cents of the gasoline tax to the State Board of Administration for a period of 50 years to provide a fund for the retirement of road and bridge bonds issued by the several counties.

While the 40 per cent increase in population since 1934 accounts in some measure for the increase in total non-business tax collections, it does not alter the trend from business and property to luxury revenue sources. Analysis shows that for the ten-year period property taxes declined 49.2 per cent while nonbusiness taxes increased 80.2 per cent.

State expenditures for the fiscal year ending June 30, 1944, totaled \$77,075,095, compared with \$34,621,870 in 1934.

The state began this year with a cash balance of some 90 million dollars. About 50 million of this was unemployment compensation funds held in Washington. Other millions were tied up in trust funds, road department funds and similar accounts, leaving \$8,871,013 in the general fund from which most general state operations are paid. This represented the best cash position Florida has ever had.

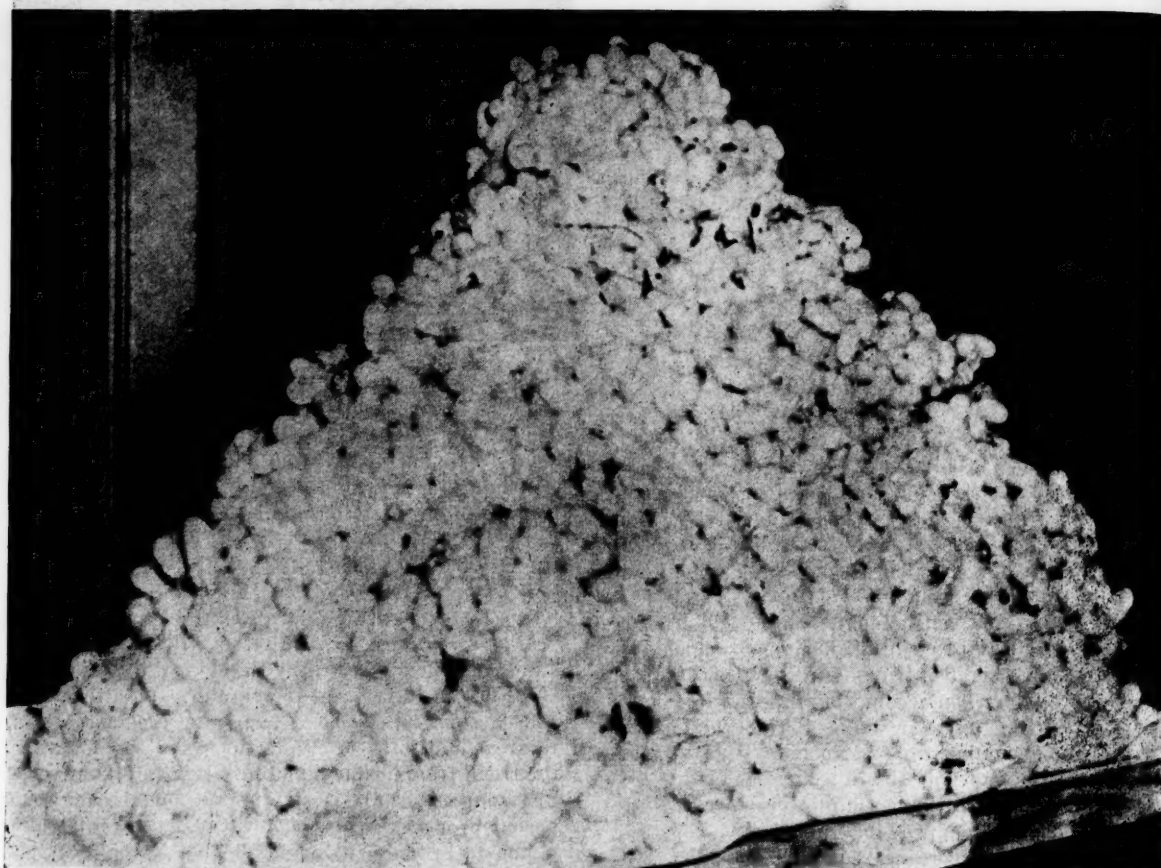
Banks and Insurance

Bank deposits in Florida lead the nation in the per cent of increase since December 31, 1941, showing an increase of 151 per cent, according to a report by the Federal Reserve System through June 30, 1944. There was no net gain in the amount of outstanding loans.

The state's 56 national banks reported total deposits of \$1,035,271,000 on December 31, 1944. State chartered banks, numbering 112, reported deposits of \$337,579,344; and six industrial banks had deposits of \$5,277,109.

Total life insurance in force on December 31, 1944, including fraternal, as reported by the state treasurer and insurance commissioner, was \$1,666,782,986.

In January of this year Florida ranked third among the states of the nation in the purchase of war bonds in proportion to its quota. Total sales to March 1 were reported at \$1,182,645,520.



Finished Silk Cocoons Produced at Mineral Wells

SILK CULTURE THRIVES IN TEXAS

THE United States may become the silk center of the world because sixty Texas business men backed an enterprise at Mineral Wells, Texas, where more than one and one-half million silkworms are now feeding on an orchard of 63,000 mulberry trees planted a year ago especially for the purpose.

Slower and inefficient oriental methods of unreeling the silk from the cocoon are supplanted by an automatic machine which unwinds the fine delicate filament at a rate undreamed of when this country was cut off from its far-eastern silk supply by outbreak of the current war.

Ernest M. Mims, manager of the Chamber of Commerce, is the moving spirit of the enterprise. His enthusiasm is contagious. He is keeping a careful record of all items of expense to balance against the expected income from the sale of raw silk. This record, he promises, will be available to the public before

anybody else is encouraged to spend any money for the planting of mulberry trees or otherwise.

Soundness has characterized the venture from the beginning two years ago when a chance caller asked Mr. Mims if he had ever seen the silkworms grown as a hobby by a citizen of Palo Pinto county near Mineral Wells. After visiting the scene and learning that the climate of the region had permitted this man to pursue his hobby uninterrupted for nine years, Mr. Mims submitted sample cocoons to several eastern silk mills.

Impressed by the quality of the cocoons, one manufacturer, W. S. Roberts, of New York, visited Mineral Wells and made a local survey of climatic and other conditions important in silk culture. When the survey was completed and Mr. Roberts had reported his findings favorable he proposed to move to Mineral Wells and to bring his reeling

machinery for the unwinding of the cocoons if local businessmen would finance production of silkworms on a scale large enough to create a silk market. He proposed 30,000 mulberry trees. The newly organized company planted 63,000 trees on land purchased for the purpose.

The mulberry trees are of the variety regarded most highly by silkworm growers of the Orient. Their first-year growth has been satisfactory. The young orchard is estimated to be able to supply leaves for the second full hatch of a million worms to hatch early in June. The eccentric start-stop weather of this spring caused a slight miscalculation in timing the first hatch of worms. Their diet has had to be supplemented by wild mulberry leaves from the countryside. The fact that the worms have thrived under this condition has been an encouraging demonstration of the hardihood of the worms. None of the

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dietary diseases commonly damaging to the silkworm elsewhere has appeared in the Mineral Wells nursery.

This first batch of worms is quartered in the rooms of a brick building which was formerly a suburban schoolhouse. The several classrooms are crowded with batteries of trays containing chopped mulberry leaves and growing worms.

At the time of this correspondent's visit most of the trays contained worms nearly three inches long. A few trays contained worms of less than half an inch. Only the very small worms appear to ignore the presence of visitors. The larger worms, their grey suede bodies contrasting with the background of green mulberry leaves, maintained a stance of attention, their heads uplifted and immobile. It was the early morning hour for their change to fresh leaves.

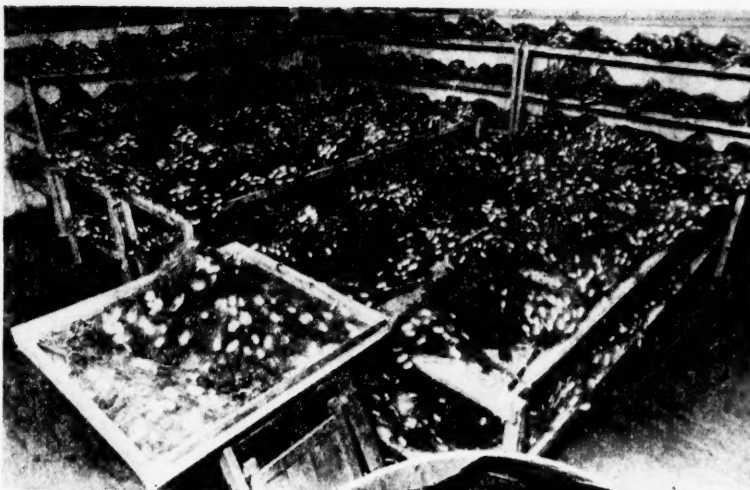
Mr. Mims was able to display not only the silkworms of various ages, but also eggs, cocoons, moths, and some skeins of silk thread produced in Palo Pinto county, Texas. The trays are about thirty inches square, composed of screen wire framed with wood. They rest in racks and are placed at intervals as high as the attendants can reach in their work, or up to eye-level.

After the silkworm stops eating he attaches himself to some nearby object such as the dried branch of a broom-weed and starts spinning his cocoon. The starting end of his thread is on the outside, and the finishing end on the inside. In about ten days the cocoon is placed momentarily in a hot oven to smother the chrysalis. Otherwise it would soon emerge as a moth, having cut a damaging hole in the cocoon.

About one per cent of the cocoons are left to produce moths for the next crop of eggs and worms. Each moth lays 300 to 500 eggs. The cycle occurs about every 45 days during the leafing season of the mulberry trees. At the close of the season the final batch of eggs is carried over till the next spring, when they are exposed to hatching temperature in time to start feeding on the young mulberry leaves.

Silk cocoons contain about a thousand yards of silk filament which can be separated by the reels. The rest of the tangled threads are used

(Continued on page 196)



Scenes at the silkworm project near Mineral Wells Texas. View at the top shows silk cocoons spun in broom weeds.

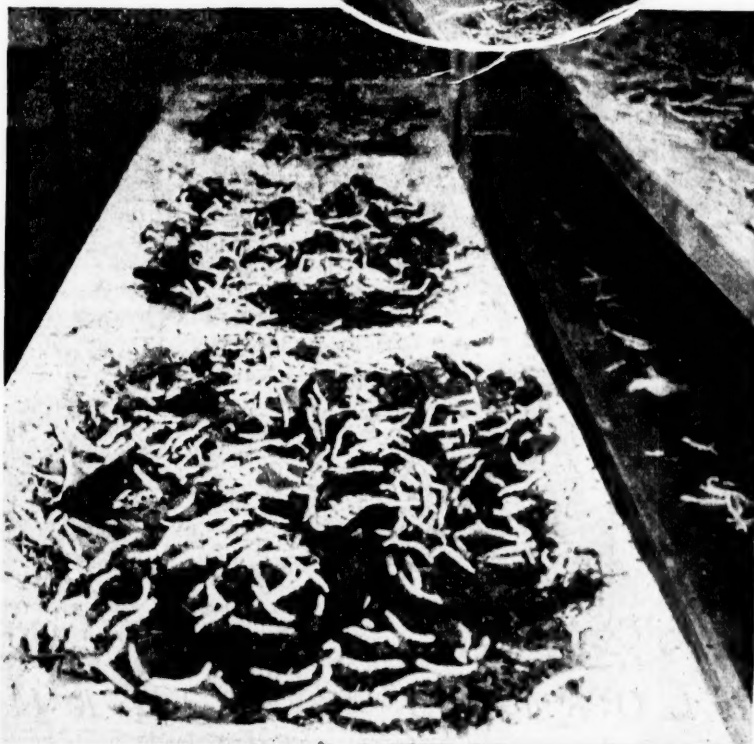
by

L. E. PEEBLES

A close-up of the trays of worms in circle at right.



Below: The grey worms feed on mulberry leaves.



LAKELAND



welcomes INDUSTRY



THIS progressive community in the heart of inland Florida is interested in attracting various selected industries which are adapted to this locality and to the resources available here. Lakeland is the citrus center of Florida—the home of the Headquarters Offices of Florida Citrus Commission, which represents a \$200,000,000 industry. Polk County, in which Lakeland is located, is the greatest citrus producing county in Florida and most of Florida's oranges, grapefruit and other citrus fruits are produced within 75 miles of this city.

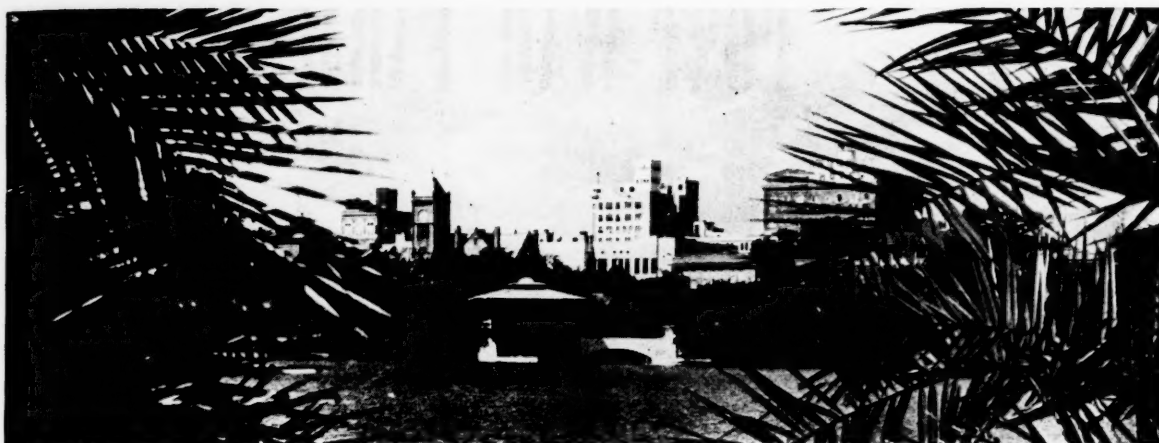
Lakeland is in the heart of Florida's great phosphate region where 90% of American phosphate is mined. It is centrally located with respect to Florida's great and fast growing cattle industry, which offers opportunities of various kinds in the years ahead. Lakeland, likewise, is conveniently located in relation to the lumber resources of Florida, which include a great variety of hard and soft woods useful in scores of woodworking industries.

Lakeland offers the best of living conditions for both employer and employee. Its living costs are moderate. Its taxes—State, County, and Municipal—are reasonable, and State laws encourage industry in many ways. Mild year-around climate reduces costs for building and heating. Pleasant living conditions make for greater efficiency and more contentment among employees. These and various other factors combine to make an interesting invitation to industry to locate in this community.

We invite inquiries and offer our fullest cooperation.

Address R. R. Grassfield, Secretary, Chamber of Commerce, Lakeland, Fla.

FLORIDA'S CITRUS CENTER



Consider ORLANDO

A GROWING CENTER OF FLORIDA ACTIVITY



FACTS— about ORLANDO

Orlando, known as "The City Beautiful" is one of the finest home communities in America. It has splendid schools, churches, public institutions.

Orlando has a large tourist business, entertaining thousands of visitors and winter residents from all parts of America each year.

Orlando has two daily newspapers and two radio stations.

Orlando is within easy access to all parts of Florida.

Orlando, trading center not only for rich Orange County, but for a large part of central Florida, is a community which merits the careful consideration of any businessman who is thinking of locating a home, a farm, a factory, or a distribution office in Florida.

Greater Orlando's population, now estimated on the basis of War Ration Books authorized, is over 70,000, showing a growth of more than 40% in the past three years. This thriving, busy, growing community is central Florida's largest metropolis, and by reason of transportation facilities and many other advantages, is destined to become one of Florida's greatest opportunity centers.

Within 75 miles of Orlando, 43% of Florida's agricultural wealth is produced with a total value of more than \$100,000,000 annually. Within this 75 mile radius is produced 4/5 of Florida's citrus wealth and 1/5 of all its other agricultural wealth.

In the retail trade area of Orlando are located 25% of Florida's population—more than a half million people—and they are people with income and buying power far above the average.

Orlando is served by 2 large railroads, 7 major highways, 2 major airlines, and 2 large bus companies. It has one of Florida's greatest and finest airports.

Orlando invites your thoughtful consideration when you are looking for a location in Florida. We have prepared a special booklet for businessmen entitled "Pertinent Facts About Orlando, Florida." Let us send you a copy of this book. Address A. C. Slaughter, Secretary-Manager—

GREATER ORLANDO CHAMBER OF COMMERCE
Chamber of Commerce Building, Orlando, Florida

POST-WAR FARM SURPLUS



Chemurgy seen playing big role as consumer of expanded output of agriculture



THE ingenuity of Southern farmers during 1944 led the nation in scoring a new production record—a record that arouses admiration and calls forth acclaim. In this crowning performance, however, lies not only a triumph but also a danger and a challenge.

Breaking records is not new to American agriculture. Production records have been broken progressively for the past eight years. It remained for the year just passed to see the 1919 cash-income high of \$14.6 billion upset by the stupendous 1944 figure of \$20 billion. Southern farms led in this achievement with a 15 per cent gain over 1943 as contrasted with the overall national gain of six per cent.

The record itself is now history and needs little amplifying. But the

results accomplished despite the shackles of war's economy, procurement difficulties and manpower shortages may signalize a new era in farmer industriousness, efficiency and resolution; they were attained with the aid of fewer farm workers than have been recorded in any of the past 35 years for which farm employment statistics are available.

While generally favorable weather was a strong contributor to the phenomenal output of farm products since Southern farmers went to war, the real story of their triumph is revealed in analysis of farmer resourcefulness that availed itself of the advantages offered in improved technology including soil conservation, enlightened pest control, labor-saving implements and scientific fertilizing, seeding and feeding. These added up to greater output, not only per manpower unit but also per acre. The acreage for the peak output of 1944 was only nine per cent higher than that of 1939 when government expenditures for farm relief totaled \$807 million.

The danger readily recognizable in these dramatic achievements rests in what the triumph may portend for the future. When the war ends, agriculture in the United States will find its production machine geared to a schedule one-third higher than that prevailing before the war. With replacement labor to be released from the fighting forces it is estimated that this capacity to produce might easily expand to

Four illustrations at left and below show from top to bottom: Cooked straw being prepared for building board; Peanut shell being ground to make Noreseal, a cork substitute, shown in the next picture. The view below is of a carrot drying process.



a volume 50 per cent greater than that of the pre-war era. What is to be done with the indicated surplus?

The problem is not one to be viewed lightly. Nor is it likely that Southern farmers will view it lightly. Hardships occasioned by surpluses and carry-overs are too recent in their minds. Beneath the impending danger to their economy lurks a challenge to farmers to surmount the problems that lie ahead if they would avoid the alternative of dependence upon government aid with its enforced acreage control and regimentation which have proved unpopular with farmers and with many legislators.

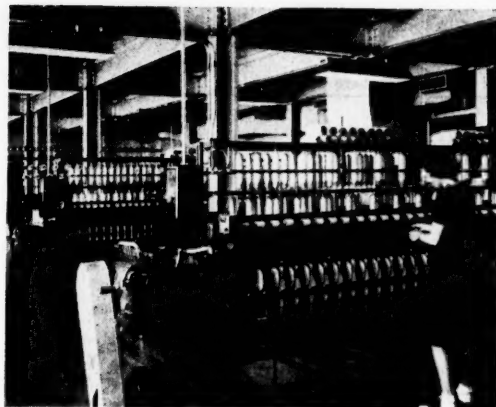
Will Southern farmers accept the challenge and by solving their own problems retain their independence?

If the past and present are safe previews of the future, the signs are hopeful that they will. Besides the confidence engendered by wartime accomplishments, adding strength to the determination and resourcefulness with which he hurdled production barriers, the Southern farmer has within his grasp an effective tool for controlling his future destiny.

Spectacular possibilities for utilization of farm products have presented themselves in the field of chemurgical research and farm effort is likely to find the powerful hands of industry extended to aid in the wielding of this lately-recognized implement that bids fair to revolutionize farm economy.

Farsighted industrialists are among the foremost to recognize the fairland of new human accessories and the wide field for capital investment that lies in the linking of chemurgy with the wheels of business. Industrial leaders have expressed hope of solving, through chemurgy, not only agriculture's

Right — top — A cotton technologist at the spinning frame of the experimental textile mill of the Southern Regional Research laboratory. The next view shows specially treated cotton sandbag that resist rot.



perennial problems, but even industrial cycles of famine and plenty.

The Magazine of Wall Street, in a recent issue, makes this prediction: "Out of retorts and flasks in chemical laboratories are coming developments that will give farmers undreamed of markets for their crops in the years after the war . . . What chemurgy has achieved to date is only a start and tomorrow's developments will be carried to miraculous heights, forming the basis for many new industries and for phenomenal growth of the older ones."

What lies back of these glowing dreams of farmer and industrialist alike?

The answer goes back to the early thirties when disastrous surpluses prevailed in Southern farm products. Important research, begun then and suspended for the more vital purposes of war production, made notable progress and offer a restarting point for post-war objectives.

Spectacular discoveries of new uses for major southern crops were made in those pioneering years. Among crops already tested for new

(Continued on page 188)



Right — upper — Laboratory paint mill grinds paints in soybean oil. Tung fruit, a comparatively new southern crop, drops ripe from the trees in the lower picture. Left—Bagging starch from southern sweet potatoes.



SOUTHERN CONSTRUCTION UP THIS YEAR

by

SAMUEL A. LAUVER

SOUTHERN construction contracts, as tabulated from reports to the *Daily Construction Bulletin* totaled \$489,608,000 for the first five months of 1945, or an increase of forty-seven per cent over the figure for the same period of last year. The total for May awards was \$74,869,000.

Industrial construction has dominated the southern construction picture so far this year. The total for this type of work is \$232,387,000. The comparable figure for the same period of 1944 was \$81,317,000, or about thirty-five per cent of the current five-month industrial figure.

The second most important figure of the total for the elapsed months of 1945 is the \$121,191,000 for public building, made up of \$98,289,000 for various federal projects, \$14,102,000 for public housing and \$8,800,000 for school construction. At this time last year the public building total stood at \$94,509,000, or \$63,701,000 for buildings, \$26,928,000 for housing and \$3,880,000 for schools.

Engineering construction which this year is third in importance, was in second place in 1944. The current \$70,435,000 total embraces \$50,248,000 for such projects as airports and earthwork, \$17,040,000 for sewers and water works, and \$3,147,000 for governmental electric projects. Most of the \$94,433,000 total for the first five months of last year went for airports and earthwork, with \$9,506,000 for sewer and water work and \$499,000 for government electric work.

The current five-month highway and bridge total is \$41,791,000, as compared with the \$34,756,000 for the same period of last year. The \$13,237,000 for May and \$14,784,000 for April substantially bolstered the current figure. Both of these figures are higher than those for highway and bridge awards for any of the months of 1944. Texas, Virginia, Alabama, Kentucky and Georgia have been the most active in this phase of construction during the five-month period.

May's \$74,869,000 for Southern construction represents a seventeen per cent increase when compared with the \$63,688,000 of the fifth month of 1944 and a twenty-seven per cent decrease from the \$104,050,000 of the current April. Of the five months of this year, May ranks fourth. Totals for the others are: February, \$130,823,000; March \$105,628,000; April, \$104,050,000, and January, \$74,238,000.

A breakdown of the \$74,869,000 May figure shows public building as its leading constituent with a total of \$24,394,000. Engineering projects totaled \$16,906,000 to put this type of work during May in

second place, with industrial projects following closely with \$16,682,000. Highway and bridge work in the contract stage during May totaled \$13,237,000; private building, \$3,650,000. Engineering construction was the only field where a rise occurred, when compared with the preceding month.

The public building total of \$24,394,000 was made up principally of governmental building involving \$19,892,000, while housing and school projects involved \$2,334,000 and \$2,168,000, respectively. Airport and earthwork made the largest contribution—\$10,970,000—to the engineering total. Sewers and water work totaled \$5,139,000, the major reason why the May engineering total was stronger than its counterpart of the preceding month.

Industrial construction for May, with its \$16,682,000 figure to which Texas contributed \$7,460,000, involved a widely separated and variety of projects. Among these, as well as some of the projects in

less advanced stages, were:

Railway repair shop, Atlanta, Ga., \$500,000;
Ethyl plant cafeteria, North Baton Rouge, La., \$203,674;
Iron works expansion, Chattanooga, Tenn., \$250,000;
Initial work at Orange, Texas, for \$22,000,000 nylon salts plant;
Auto sales building, Dallas, Texas, \$500,000;
Electric extensions, South Carolina, \$861,000.
Carbon black plant, Odessa, Texas, \$5,000,000;
Box and crate plant, Mercedes, Texas, \$100,000;
Food freezing plant, New Orleans, La., \$115,000;
Power plant, Charleston, S. C., \$2,500,000;
Manufacturing plant, St. Louis, Mo., \$400,000;
Textile mill expansion, Greensboro, N. C., \$3,000,000;

(Continued on page 192)

SOUTH'S CONSTRUCTION BY TYPES

	May, 1945 Contracts Awarded	Contracts to be Awarded	Contracts Awarded First Five Months 1945	Contracts Awarded First Five Months 1944
PRIVATE BUILDING				
Assembly (Churches, Theatres, Auditoriums, Fraternal)	\$747,000	\$4,274,000	\$3,714,000	\$1,455,000
Commercial (Stores, Restaurants, Filling Stations, Garages)	367,000	2,835,000	2,812,000	942,000
Residential (Apartments, Hotels, Dwellings)	2,430,000	8,820,000	16,576,000	25,575,000
Office	106,000	150,000	702,000	69,000
	\$3,650,000	\$16,079,000	\$23,804,000	\$28,041,000
INDUSTRIAL	\$16,682,000	\$17,936,000	\$232,387,000	\$81,317,000
PUBLIC BUILDING				
City, County, State, Federal	\$19,892,000	\$52,474,000	\$98,289,000	\$63,701,000
Housing	2,334,000	13,467,000	14,102,000	26,928,000
Schools	2,168,000	18,941,000	8,800,000	3,880,000
	\$24,394,000	\$84,882,000	\$121,191,000	\$94,509,000
ENGINEERING				
Dams, Drainage, Earthwork and Airports	\$10,970,000	\$60,280,000	\$50,248,000	\$84,478,000
Federal, County, Municipal Elec- tric	797,000	51,130,000	3,147,000	449,000
Sewers and Waterworks	5,139,000	6,311,000	17,040,000	9,506,000
	\$16,906,000	\$117,721,000	\$70,435,000	\$94,433,000
ROADS, STREETS AND BRIDGES	\$13,237,000	\$29,595,000	\$41,791,000	\$34,756,000
TOTAL	\$74,869,000	\$266,213,000	\$489,608,000	\$333,056,000

SOUTH'S CONSTRUCTION BY STATES

	May, 1945 Contracts Awarded	Contracts to be Awarded	Contracts Awarded First Five Months 1945	Contracts Awarded First Five Months 1944
Alabama	\$2,778,000	\$3,109,000	\$86,203,000	\$21,837,000
Arkansas	1,171,000	51,580,000	3,859,000	1,419,000
Dist. of Col.	6,345,000	1,942,000	19,655,000	11,512,000
Florida	3,575,000	56,993,000	27,021,000	41,576,000
Georgia	2,345,000	14,815,000	17,152,000	19,855,000
Kentucky	2,618,000	645,000	9,604,000	12,289,000
Louisiana	2,119,000	9,670,000	26,261,000	23,372,000
Maryland	3,301,000	12,387,000	26,880,000	24,529,000
Mississippi	1,172,000	2,245,000	17,180,000	4,973,000
Missouri	1,982,000	5,918,000	7,868,000	11,692,000
N. Carolina	5,678,000	3,860,000	13,979,000	11,136,000
Oklahoma	9,120,000	4,134,000	16,294,000	13,610,000
S. Carolina	1,000,000	7,592,000	5,655,000	10,465,000
Tennessee	3,102,000	11,406,000	23,689,000	10,883,000
Texas	20,282,000	68,518,000	158,294,000	63,100,000
Virginia	4,843,000	8,678,000	24,089,000	40,965,000
W. Virginia	3,942,000	2,800,000	5,927,000	10,042,000
TOTAL	\$74,869,000	\$266,213,000	\$489,608,000	\$333,056,000

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"Going our Way?"



YOU can give them a lift in more ways than one if you will go easy on Long Distance between 7 and 10 each night.

That's the time many service men are calling home and they'll appreciate your help in leaving the lines for them.

BELL TELEPHONE SYSTEM



SOUTHERN INDUSTRIAL EXPANSION IN MAY

ALABAMA

BIRMINGHAM—Office and Shop—Construction Equipment Company has completed plans for construction of building.

BIRMINGHAM—Office — Saunier-Wilhelm Co., plans construction of office and warehouse; cost \$45,000.

ARKANSAS

Expansion — Ashley-Chicot-Union Electric Cooperative, Inc., Hamburg, let contract for 181 miles of lines.

Power Plant—Arkansas Power & Light Co. will erect \$3,000,000 steam generating station near Rose City.

BENTON—Plant — The Niloak Co., Little Rock, plans rebuilding burned casting department.

JONESBORO — Rice Plant—Jim Crain of Wilson, president of company to build a rice drier and storage plant at cost of \$300,000, capacity 360,000 bushels.

FLORIDA

MIAMI—Plant — Ray E. Dodge, Inc., selected building to manufacture trophy cups, etc.

MIAMI—Plant—Foremost Dairies, Jacksonville, has taken over Miami Ice Cream & Dairy Co.; plans erection of plant.

GEORGIA

ATHENS—Milk Plant—Athens Co-operative Creamery plans construction of milk condensing plant to cost \$40,000.

ATLANTA—Plant—Pet Milk Products Co., of Johnson City, Tenn., plans dairy products condensing plant in North Georgia.

MACON—Plant—Carl Parker plans freezer and locker plant.

NASHVILLE—Canning Plant — Nashville Food Packing Co., plan erection of new plant.

KENTUCKY

OWENSBORO—Plant — Ken-Rad Tube & Lamp Corp., to sell incandescent lamp plant here to Westinghouse Electric Corporation.

LOUISIANA

ALEXANDRIA—Plant — Central Louisiana Farmers Cooperative, Inc., plans erecting cold storage unit.

LAKE ARTHUR — Ice Plant — Bids requested for construction of building for F. J. Seagins.

NEW ORLEANS—Scrap Separator—Vultee Aircraft Corp. received bids for installation of magnetic separator.

NEW ORLEANS—Building — Plans completed for post-war construction of shop for H. N. Cornay; cost \$35,000.

RAYVILLE—Light Plant — Town granted priority for purchase of a 1,000-horsepower diesel engine for added equipment.

SHREVEPORT—Pipe Line—Interstate Pipe Line Co. has let contract for 140-mile pipe line from North Baton Rouge refinery to Mallieu Field.

MARYLAND

BALTIMORE—Pier — City, and Engineers for National Gypsum Company reached new agreement for construction of pier; cost \$1,237,000.

BALTIMORE—Alterations— Empire Laundry & Dry Cleaners let contract for addition and alterations; cost \$18,000.

BALTIMORE—Tanks—The Atlantic Refining Co. will construct gas tank and 2 fuel tanks; cost \$10,000.

BALTIMORE—Addition — Contract let for addition to dairy for Bettar Ice Cream Co.; cost \$12,000.

MISSISSIPPI

Rural Line—Coshoma Electric Power Association, Clarksdale, let contract at \$5,141 for 6 miles of line.

BRANDON—Plant—Rankin County Cooperative, C. C. Rouse, erecting \$30,000 cold storage and frozen food plant.

COLLINS—Generating Unit—Town let contract for unit for light and power plant; cost \$24,900.

JACKSON—Plant—F. W. Fitch Co., Des

Moines, Iowa, will erect \$250,000 plant on Fannin Rd.

JACKSON—Plant — Sears Roebuck & Co. has 150 acres for woodworking plant on Livingston Road; will operate as Mississippi Products, Inc.

JACKSON—Plant—National Biscuit Co. has permit for \$20,000 building.

JACKSON—Building—Plans and specifications prepared for building for W. O. McMurray.

LAUREL—Laboratory—Gulf Refining Co., Birmingham, Ala., plans bids for construction of laboratory.

MERIDIAN—Packing Plant—Owen Brothers Packing Co., Meridian, plans construction of packing plant; cost \$85,000.

MISSOURI

Rural Line—New-Mac Electric Cooperative, Inc., Neosho, Mo., let contract at \$49,947 for 43 miles of line.

Rural Line—Barton County Electric Cooperative, Lamar, let contract at \$52,841 for 46 miles of line.

Rural Line—Ozark Electric Cooperative, Mt. Vernon, let contract at \$96,695 for 85 miles of line.

BOURBON—Expansion — Crawford Electric Cooperative has REA allotment of \$200,000 to complete 407 miles of line.

HIGGINSVILLE—Expansion — West-Central Electric Cooperative allotted \$100,000 by REA for 84 additional miles of line.

JACKSON COUNTY—Plant — General Motors Corporation has site in valley of Little Blue River for post-war plant.

ST. LOUIS—Plant—General Engineering & Manufacturing Co. plans manufacturing plant at 3400 Maury St.

ST. LOUIS—Airport—Defense Plant Corporation authorized additional equipment at Municipal Airport.

ST. LOUIS—Plant — Denver Alfalfa Milling and Products Co., incorporated by Daniel Danforth.

ST. LOUIS—Building — Station Warehouse Co. acquired tract for \$1,000,000 warehouse and office building.

ST. LOUIS—Plant—George C. Dischert acquired property for manufacturing plant; cost \$250,000.

TRENTON—Expansion — Grundy Electric Cooperative has REA allotment of \$90,000 for expansion.

NORTH CAROLINA

Rural Lines—Duke Power Co., Charlotte, have plans for 1,000 miles of rural electric lines.

BREVARD — Recreation — Ecusta Paper Corp. acquired Camp Sapphire and plans developing recreational center.

BURLINGTON—Plant — Alamance Frozen Foods, Inc. received bids for cold storage locker plant.

CHARLOTTE—Radio— Jefferson Standard Life Insurance Co., Greensboro, acquired Station WBT.

GREENSBORO—Expansion — Burlington Mills Corp. authorized post-war expansion and improvement over a period of four years; cost \$3,000,000.

HICKORY—Plant— Goodnighter Sleepwear modernizing building for manufacture.

KINSTON—Improvements — City received bids for power plant improvements.

LINCOLNTON—Plant — Contract let for building for Lincoln County Frozen Foods, Inc.

MARSHALL—Power House — Contract let for switchboard and power house for French Broad Electric Membership Corp.

SALISBURY—Victory Mills, capital \$200,000 incorporated by N. N. Fairley.

SHELBY—Warehouse — Contract let for warehouse for Merchants & Planters Warehouse Co.

SPINDALE—Dairy — Rutherford Dairies, capital \$100,000, incorporated by William T. Carpenter.

STATESVILLE—Foundations—Contract let for foundations for dehydrating plant for Cleaver-Brooks Co.

WINSTON-SALEM—Plant — A. G. Shore, Reynolds Bldg., interested in erection of cold storage and refrigeration plant; cost \$400,000.

OKLAHOMA

Extension—Peoples' Electric Cooperative, Ada, let contract at \$15,870 for 49 miles of line.

SAND SPRINGS—Rural Line Extension—Oklahoma Power & Water Co. plan rural lines to cost \$20,000 and industrial construction to cost \$50,000.

WOODWARD—Improvements — Zenith Gas Co. plans \$40,000 improvements.

SOUTH CAROLINA

CHARLESTON—South Carolina Power Co. has approval for construction of a steam power plant for Charleston area; cost \$2,500,000.

CHARLESTON—Property—Coastal Terminals, Inc., purchased property; plans enlarging.

COLUMBIA—Expansion — South Carolina Electric & Gas Co. plans for next twelve months: Additions and extensions totaling \$800,000.

ORANGEBURG—Packing Plant — Contract let for packing plant for Southland Provision Co.; cost \$20,000.

ORANGEBURG—Plant — A. M. Gwynette, Jr., Charleston, interested in establishment of milk processing plant; investment of \$50,000.

ROCK HILL—Plant—Contract let at \$32,325 for freezer locker plant, for Rock Hill Cold Storage, Inc.

TENNESSEE

CHATTANOOGA—Expansion — Somerville Iron Works plans \$250,000 expansion.

JOHNSON CITY—Bonds—City voted \$2,303,000 bond issue to acquire power from the Tennessee Valley Authority.

KNOXVILLE—Factory—Ambrister & Carmichael Co. plan erection of concrete block factory.

MEMPHIS—Expansion—International Harvester Co. plans expansion of plant facilities, post-war period; cost \$100,000,000.

MEMPHIS—Pipe Lines—Memphis Natural Gas Co. let contract for 61 miles of pipeline between Memphis and Monroe, La.

MEMPHIS—Building — Wyeth, Inc., plans establishment of distribution depot.

NASHVILLE—Extension—Contract let for addition to stove foundry of Allen Manufacturing Co.; cost \$20,000.

TEXAS

Rural Line—Lone Wolf Electric Cooperative, Inc., Colorado City, Texas, let contract at \$30,693 for 45 miles of line.

ABILENE—Broadcasting Station—Reporter Broadcasting Co. plans post-war construction of broadcasting station, to cost \$25,000.

AMARILLO—Station—Amarillo Broadcasting Co., 109 E. 54th St., plans erection of broadcasting station; cost \$40,000.

BEAUMONT—Broadcasting Station—KRIC, Inc., plans post-war radio broadcasting station, to cost approximately \$40,000.

BROWNSVILLE—Broadcasting Station — Brownsville Herald plans post-war broadcasting station, to cost approximately \$25,000.

DALLAS—Building—Alexander Motor Co. plans auto sales building; cost approximately \$500,000.

DALLAS — Factory Building — Standard Brands, Inc., has let contract for factory building, cost \$2,000,000.

DALLAS—Laundry — R. L. Rolfe has let contract for construction of laundry.

DENISON — Repairs — Missouri - Kansas Texas Lines, St. Louis, Mo., let contract for replacing roofs on steel car shop buildings and installing mastic floor in steel car shop.

FORT WORTH—Railroad — Rock Island Railroad, C. L. Franklin, El Reno, Okla., Gen. Sup., has post-war plans for expenditure of approximately \$500,000 to modernize Fort Worth mechanical yards and shops.

GALVESTON—Warehouse—North American Compress & Warehouse Co. acquired buildings on G St. for cotton compress and storage plant.

GREENSBAYOU—Addition—Nyotex Chemical Co., Houston, plans addition and installation of equipment to Chemical Plant.

HOUSTON—Building—A. I. Martin Welding Co. acquired site, Bastrop and Congress Sts., for \$30,000 steel and brick building.

HOUSTON—Plant — Plant being built for

(Continued on page 190)

THE BALTIMORE AND OHIO RAILROAD COMPANY

Summary of the 118th Report • Year ended December 31, 1944

EARNINGS:

	Year 1944	Compared with 1943
From operations—transporting freight, passengers, mail, express, etc.	\$387,193,036	I \$29,050,884
From dividends and interest on securities owned, rents, etc.	7,741,295	D 896,674
Total	\$394,934,331	I \$28,154,210

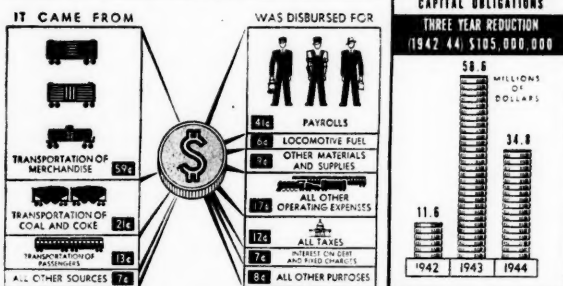
EXPENSES

Payrolls, fuel, material, etc.	\$287,068,754	I \$36,484,401
Taxes	48,984,845	I 2,227,636
Equipment and Joint Facility Rents ..	9,823,057	I 890,685
	\$345,876,656	I \$39,602,722
Other charges—principally rent for leased roads and equipment, interest on debt, etc.	28,143,237	D 1,853,470
Total	\$374,019,893	I \$37,749,252
Net Earnings	\$ 20,914,438	D \$ 9,595,042

DISPOSITION OF NET EARNINGS:

Additions and betterments to Company property	\$ 4,906,110	D \$ 146,370
Appropriated for sinking and other reserve funds—to retire debt	8,021,881	D 11,097,232
Other appropriations	45,188	I 1,309
Added to the Company's surplus	7,941,259	I 1,647,251
Total	\$ 20,914,438	D \$ 9,595,042

OUR INCOME DOLLAR 1944



Freight and passenger traffic handled in 1944 exceeded all previous records, due largely to the heavy tonnage of war supplies, troop movements and other war travel. Totals were 147,314,981 tons and 14,303,937 passengers. The tremendous task of moving this extremely heavy traffic volume was accomplished through the continued cooperation of the various agencies of the Government, shippers, and the public generally, in the conservation of equipment and manpower and in meeting the unusual war-time conditions. Operating Revenues—\$387,193,036, and Operating Expenses—\$287,068,754—were highest in the Company's history.

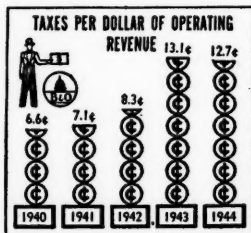
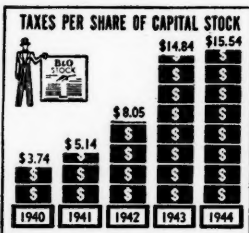
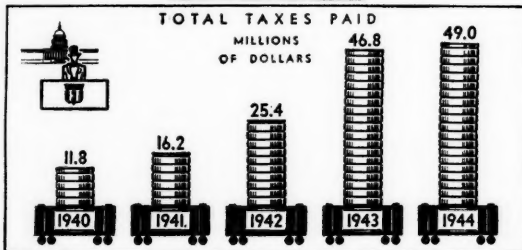
The Company's tax bill at \$48,984,845, was larger in 1944 than ever before. During 1944 debt of the Company was reduced by \$34,801,828. Total debt reduction during the last three years was more than \$105,000,000.

The President and Directors acknowledge with grateful appreciation the loyalty and cooperation of stockholders and others interested in the Company's success; the Army, Navy and other agencies of the Government; our patrons, whose patriotic understanding of present day conditions has been most helpful; and, the officers and employees, without whose enthusiastic support we could not have accomplished the tremendous task of 1944.

More than 16,000 employees of the Company have been furloughed for military service and more than 150 of these have given their lives for their country.

R. B. WHITE, President

TAXES



UP AND DOWN THE COAST LINE

America's New Industrial Frontier

Don Ponce De Leon Found Quite A Place Here!

Florida has come a long way.

Proud as a kid with new red boots, Florida in the midst of war and progress, tomorrow (March 3) celebrates its 100th anniversary as a state. If not altogether a happy birthday, it is an impressive one and one which calls for reflection.

The immediate thought is that Florida surely has come a long way and that is a correct thought. It is, however, inadequate to stop here. What Florida has had in the past is interesting. What it has in the future is important.

Florida, most Floridans agree—and it is a view shared by much of the Nation—has the brightest future of any state in the Union. It has its own unmatched climate, which will increase in appreciation as the years go on. It has built fine and attractive and prosperous cities. It has brought forward, developed and expanded its unique and still yet hardly touched agricultural empire. It has numerous natural resources still untapped.

Certainly Florida has come a long way but it has a long way to go. To attain its possibilities, its true position of greatness, it must realize that so far as actual accomplishments are measured it is still at the beginning. The first 100 years, in this instance, are nowise the hardest.

* * *

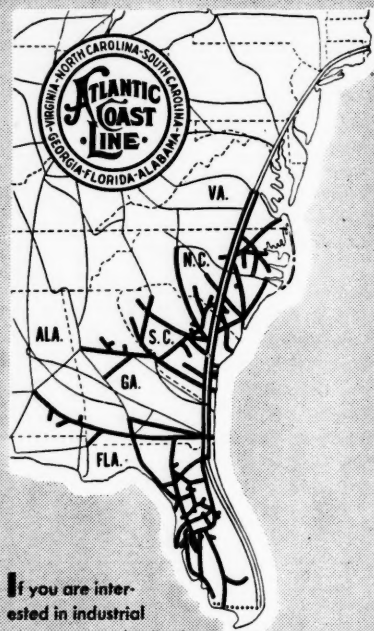
Florida is just at the beginning. People are only now beginning to know how to travel, and to have the fast and desired means to do it. Science has just started to learn what to do with the State's citrus and agricultural products.

* * *

Today, war prevents the usual centennial celebration for Florida. It does not, however, obscure what the State has done or what the State may do.

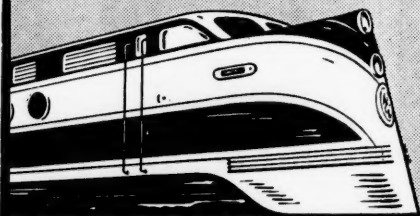
Florida has lifted itself from swamp and slavery to such settings as Coral Gables, the Bok Singing Tower and the Ringling Art Museum. What could be more fitting for this fountain of youth?

—Editorial from THE TAMPA TIMES



If you are interested in industrial plant sites or distribution facilities in the Southeast, we shall be glad to recommend suitable locations. Our research staff is also available for comprehensive studies with respect to industrial possibilities in our territory. Inquiries will receive prompt and confidential attention. J. M. Fields, Assistant Vice President, Wilmington, North Carolina. Buy U. S. War Bonds Now!

**ATLANTIC
COAST LINE
RAILROAD**



● SERVING AMERICA'S NEW FRONTIER

H. N. CAMP
PRESIDENT

S. L. KILGORE
SALES MANAGER

FLORIDA CRUSHED STONE CO.

"Brooksville Stone"

Washed — Crushed — Sized
FOR ALL PURPOSES



MAIN OFFICES:
Ocala, Florida

SALES OFFICE:
Leesburg, Florida

QUARRIES

CONROCK,
Florida

GAY,
Florida

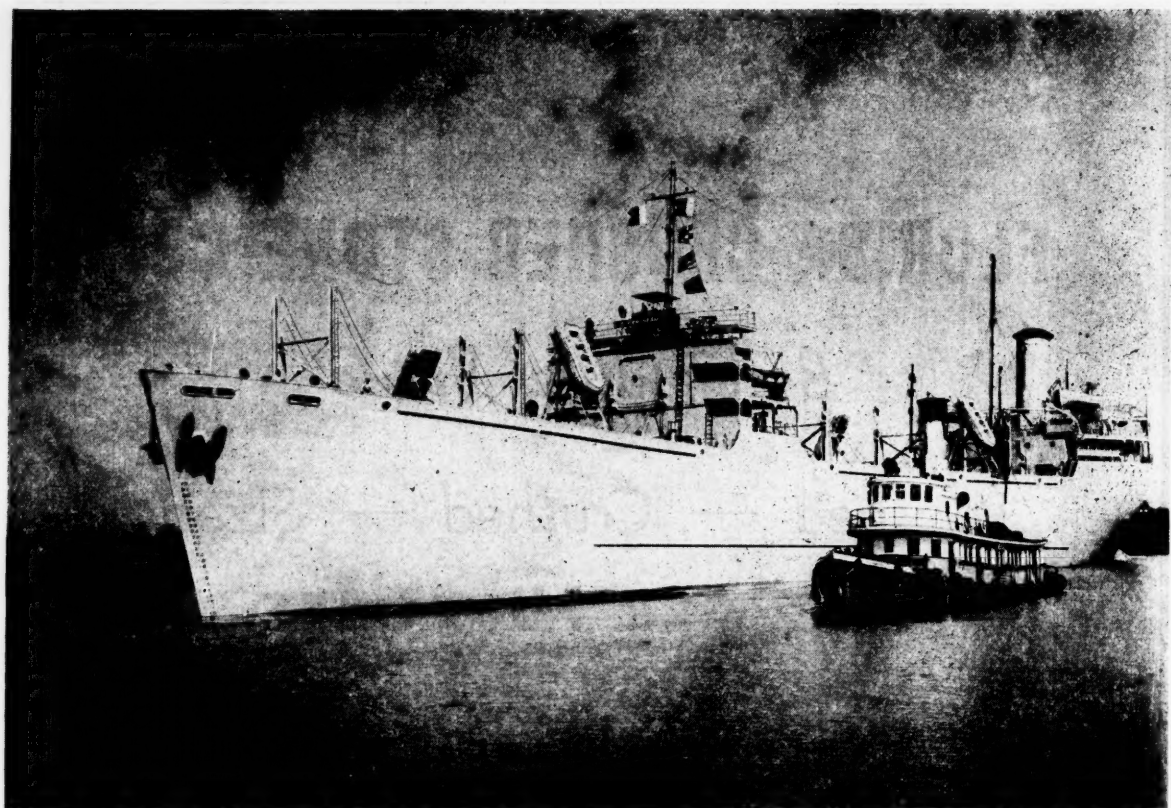


The Conrock Plant



The Gay Plant





Collier Jagger Seam Built in Louisiana

SOUTHERN-BUILT SHIPS CARRY COAL NORTHWARD

SOUTHERN-built ships will carry southern mined coal northward to New England under a program involving construction of twenty-four colliers, the first of which was recently sailed from its Gulf Coast birthplace to Hampton Roads where coal was loaded for northern destinations.

The shortage of colliers for moving coal out of the Virginia port has been a source of considerable concern on the part of the State Port Authority of Virginia and officials of that body have continually conferred with the War Shipping Administration and the Office of Defense Transportation.

Vessels to replace those diverted to war purposes are now being produced at the Louisiana plant of the Delta Shipbuilding Corporation. The colliers embrace Liberty ship hulls and machinery, but the engines are located in the stern to concentrate the bulk cargo space forward of the engine room.

Dimensions are approximately the same as the Liberty ship. Deadweight carrying capacity approximates 10,000 tons. Each of the twenty-four ships will have five self-trimming main holds fitted with two hinged steel hatch covers about 20 by 30 feet. The design was made by Delta engineers from contract plans furnished by the Maritime Commission.

The Jagger Seam was the first vessel to be delivered. Her overall length is 443 feet, loaded draft 29 feet 3 $\frac{3}{8}$ inches, and her speed, 12 knots. Aluminum lifeboats with electric hoists are part of the equipment. Deck winches, formerly exposed to sea and weather on older vessels, are completely housed and located under the bridge structure.

The Mystic Steamship Division of Eastern Gas & Fuel Associates, originally known as the New England Fuel Transportation Company, general agents for the War Shipping Administration, operate the Jagger

Seam. This company is one of the oldest in the New England collier trade, having built and operated the SS Everett and SS Melrose since 1907, the first self-propelled colliers in the trade. The Mystic company moves in excess of 6 million tons of coal annually from Hampton Roads to the New England area. Mystic officials assisted the Maritime Commission in the design of the new vessels.

Many of the other 23 ships of this type will also go to collier operators and will eventually be available for purchase by the companies engaged in the coastwise transportation of coal. Some of the ships in the collier fleet operating along the Atlantic coast have seen long service. Losses to the fleet from war have been considerable.

Lack of suitable ships has been felt severely in the past year or two by New England distributors and users of bituminous coal. To ease the

(Continued on page 166)

POWER FOR VICTORY AND FOR PEACE

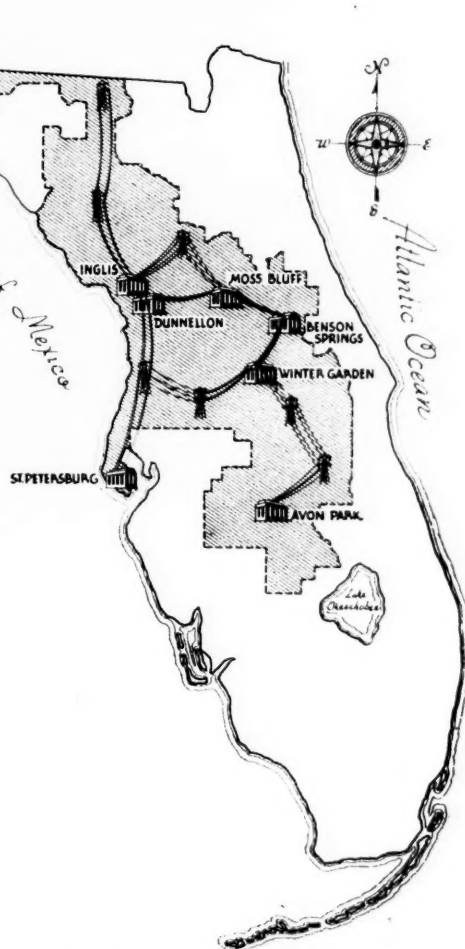
ELECTRICITY . . . the life blood of our modern industrial age . . . has taken on added importance during these wartime years. Without an ample supply of electric power the marvelous production record of industry could not have been made.

The fact that the FLORIDA POWER CORPORATION was ready to serve industry and EVERY war need the minute demands were made did not "just happen."

For many years this company and other electric utilities in the Southeast have been cooperating in meeting the expanding needs of the territory and our engineers have been doing careful long range planning for the postwar period of expansion.

Ample electric power for every industrial need . . . at a price that industry can pay . . . is our pledge to those who may be planning on locating in our territory. Our engineers are available for consultation on any power problems in the territory served by the company. Your inquiry will receive immediate and careful consideration.

In Peace as in War we have the POWER for every need . . . and at ever lower rates.



Shaded portion of map shows territory served by the Florida Power Corporation. The nine generating plants are connected by transmission lines and have a capacity in excess of 100,000 KW.

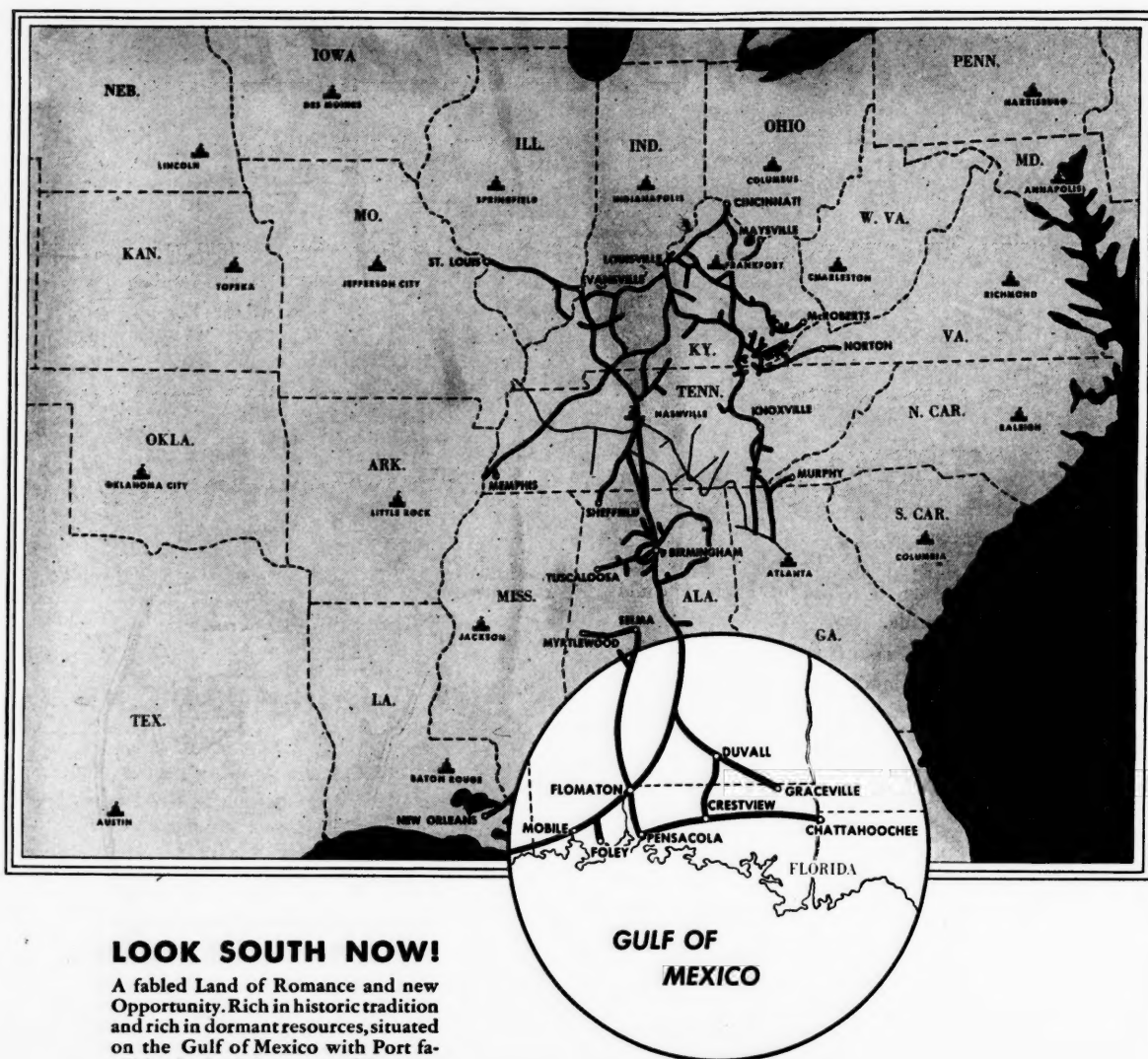
FLORIDA POWER CORPORATION

IN THE SERVICE OF CUSTOMER, COMMUNITY AND COUNTRY

GENERAL OFFICES—ST. PETERSBURG, FLORIDA

The Louisville and Nashville Railroad Company

The Preferred Route Between the Mississippi Valley and the South Atlantic Seaboard Following the Old Spanish Trail



LOOK SOUTH NOW!

A fabled Land of Romance and new Opportunity. Rich in historic tradition and rich in dormant resources, situated on the Gulf of Mexico with Port facilities for both Imports and Exports.

This Southern area, with an ideal climate, a reservoir of contented, adaptable, and intelligent labor, an ample supply of water and electric power, with excellent transportation facilities by Rail, Highway and Water, offers an exceptional opportunity to manufacturers processing its raw materials, consisting of cotton, lumber, naval stores, peanuts, pulpwood, sweet potatoes, tung oil, and their products. Inquiries invited.

The Old Reliable . . . Yesterday . . . Today . . . Tomorrow

*E. J. Hoddy, General Development Agent
Louisville 1, Kentucky*

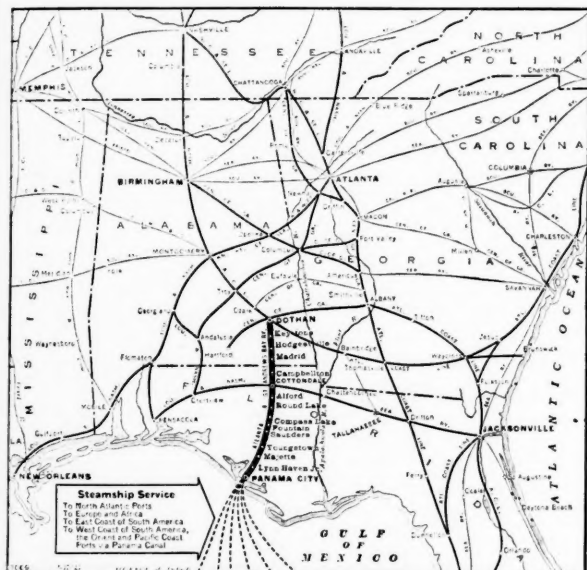
LOUISVILLE AND NASHVILLE RAILROAD



"THE BAY LINE"

**Short Route to the Panama Canal, South America
and Other Foreign Ports through Panama City, Fla.**

IS IN STEP



**Support the 7th War Loan
BUY BONDS**

THE Atlanta & St. Andrews Bay Ry., is in step with other American Railroads in accomplishing one of the greatest transportation jobs in history.

Connecting at Dothan, Ala., with the Atlantic Coast Line RR and Central of Georgia Ry., and at Cottondale, Fla., with the Louisville & Nashville RR, the shipper is afforded a thoroughly coordinated rail service and short route to the Panama Canal through Panama City, Fla., a deep-water gulf coast port.

New heavy rail, completely slag ballasted road bed, powerful diesel-electric and oil burning locomotives have enabled the Bay Line to handle vastly increased tonnage and establish an efficiency record of which it is justly proud.

During the present war emergency the Bay Line is doing its utmost in transportation to speed victory and in the peace that follows will continue to offer fast and dependable service.

"The Bay Line is the small road with the big connections."



ATLANTA & SAINT ANDREWS BAY RAILWAY

Oil Prospects in Georgia

MILLIONS of acres have been leased in Georgia by oil prospectors who recognize the possibility of the liquid gold being discovered in the rocks underlying the coastal plain which makes up nearly one-half of the State's area.

The acreage is held principally by some of the major oil companies, according to Garland Peyton, director of the Georgia Department of Mines, Mining and Geology, who sees recent repeal of the old law limiting non-resident ownership of Georgia land to 5,000 acres as a move that may result in increased activity in the search for oil.

Several of the companies have kept geophysical crews busy in Georgia. These, whose duty it is to select the locations offering the best promise for wild-cat drilling, are reported to have picked some sites that are to be drilled as soon as the war is over and the labor is again available. Some rigs, however, are already in operation.

The Tropic Oil Company, late reports reveal, is down several thousand feet in Toombs County. T. R. Davis, manager of the work, has reported definite traces of oil there. Hunt Oil Company is drilling in Echols County and it is understood that further drilling will be done in Coffee County.

The search for oil in Georgia was spasmodic during the past 30 or 35 years, Mr. Peyton points out, and it was not until 1938 that the first adequate test was made with a rotary drill by the Pan American Exploration Company which drilled a well in Pierce County. Granite was reached at 4,375 feet, and the test proved to be a dry hole. A second well drilled a few miles away also was dry.

Shallow tests made in 1938 and 1939 west of the Okefenokee Swamp in Clinch and Montgomery counties revealed showings of gas and oil in both localities. Two horizons yielded showings in Clinch County at depths of 400 and about 950 feet. Showings in Montgomery County were at about 1,000 feet.

Dougherty, Early, Wayne and Coffee counties have been the scene of earlier operations. Depths have

ranged from 1,200 to 7,320 feet and crystalline rock was not reached, although in Early County the hard quartzite was tentatively identified as Paleozoic. Drilling was suspended at the 1,200 depth in Coffee County due to difficulties encountered in cavernous limestone.

The deepest well drilled in Georgia, Mr. Peyton says, was the J. H. Pullen No. 1 well completed last August in Mitchell County. Drilling was stopped at 7,487 feet. Data obtained from this well, together with that from other earlier operations, suggests to authorities the possibility of finding greater thicknesses of sedimentary formations in southwest Georgia.

Thicker sedimentary formations in Mitchell and Dougherty counties, together with commercial discoveries of petroleum to the west in Alabama and to the south in Florida encourage Georgians to believe that it is a matter of time and opportunity until oil is found in commercial quantities in Georgia.

\$12,000,000 Paper Plant for South Carolina

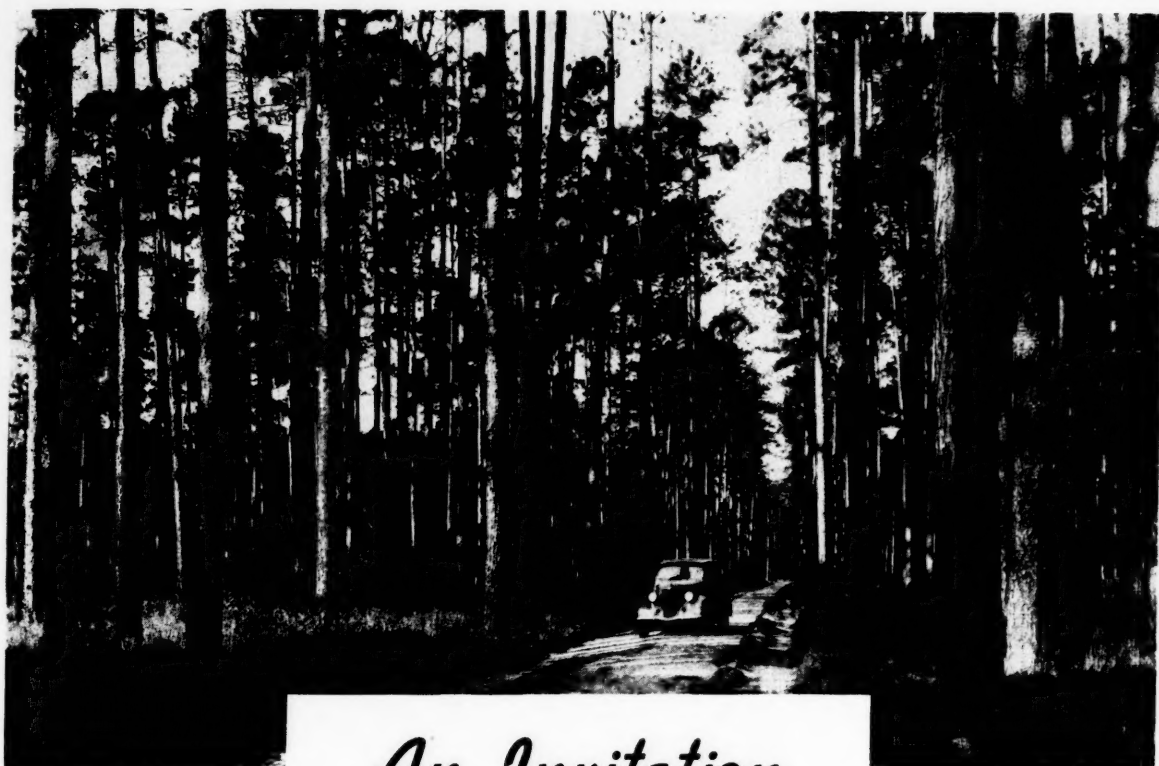
A HUGE industry is assured for the Santee-Cooper area of South Carolina, according to R. M. Jefferies, general manager of the South Carolina Public Service Authority, who states that the board of directors has agreed to sell a lake-side site for a \$12,000,000 paper mill proposed by the Gair-Santee Corp. at a location in Orangeburg County near Francis Marion bridge over Lake Marion.

The plant, which will manufacture boxboard material for shipping containers, will employ in the neighborhood of 650 workers and will have a weekly payroll of \$25,000. Plans include development of a model village with 500 homes. This will be near the present town of Santee. A number of homes for the company's executives will also be built.

Pine and hardwood pulp in proportions of approximately 80 and 20 per cent will be used in the manufacturing process. The large acreages necessary for the operations have been secured by Christie Benet

(Continued on page 204)





U. S. Forest Service Photo.

An Invitation

Dear Mr. & Mrs.

Hunter of Health, Happiness, and Long Life:

The citizens of Florida invite you to come to our state in your search of these triplets.

We are sure that you will find opportunities that will take care of your development, for here we have farming and industry, along with the pleasure industry, wherein you will discover things of interest with which to work and play.

We want you to enjoy the advantages that are lying here waiting for you. We also want your energy and your talent, and any other resources you may possess, to help us in the development of our state.

If you come here you shall find, we believe, that you will be able to play yourself into lifelong usefulness in this, our great State of Florida.

Yours very cordially,

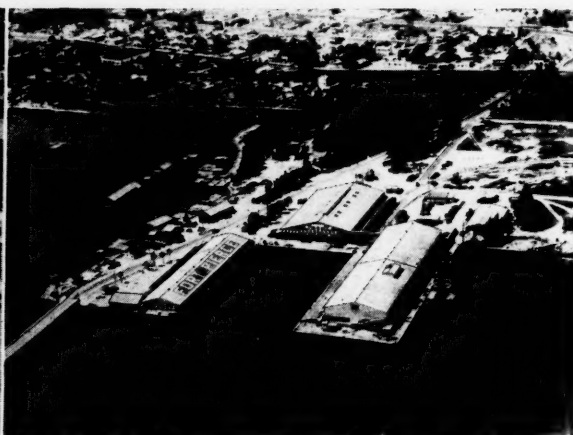
FLORIDA PULP AND PAPER COMPANY

PENSACOLA, FLORIDA

J. H. ALLEN, President.



YACHT BASIN, FORT PIERCE



DEEP WATER PORT FACILITIES

Fort Pierce

EVERY ELEMENT OF APPEAL

TO INDUSTRIALISTS—HOME SEEKERS—TOURISTS

Served by a deep water ocean port, the Florida East Coast Railway, highway No. 1, (232 miles South of Jacksonville and 126 miles North of Miami), it has ideal transportation facilities.

In the heart of the famous Indian River citrus section, there is no agricultural crop that cannot be raised profitably in this rich back-country.

With its fine stretches of beaches, yacht harbor, golf courses and an average year-round temperature of 73.7 degrees (summer 81.1, winter 65.4) there is no better place to live. Churches of every denomination, fine schools and beautiful residential sections.

A progressive, friendly citizenry who sincerely welcome you. Unexcelled fishing and hunting. World famous sports fishing.

For detailed information, write

FORT PIERCE CHAMBER OF COMMERCE

FORT PIERCE, FLORIDA

This message was made possible by:

**City Commissioners,
Fort Pierce Florida**

**County Commissioners,
St. Lucie County, Florida**

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If you are - - -

**Planning Your Future in Florida
Moving Your Business
Opening a New Plant or Office
Sizing Up the Reconversion Picture**

MARIANNA and JACKSON COUNTY

Will Interest You

JACKSON largest agricultural County in Florida with 620,000 acres in area, 240,000 cropland acres and 4,000 farms, is bounded on North by Alabama-Florida state line; East by Chattahoochee-Apalachicola rivers; West-South by Holmes, Washington, Bay and Calhoun counties, and has an estimated population of 45,000 people.

JACKSON County is second largest hog producing county in Southeast and the largest peanut-producing county in the U. S. A. Our farmers raise thousands of head of cattle, horses, chickens, mules and thousands of acres of cotton, corn, oats, velvet and soya beans, sugar cane, sweet potatoes, watermelons and other crops. A large live stock auction and State farmers market is located at Marianna, and farm homes are served by Florida Public Utilities, Gulf Power Co. and REA system. County has next to lowest per capita ad valorem tax rate in Florida.

JACKSON County land is rolling, well watered and drained by the Chipola river and numerous creeks and lakes. It is underlaid with Marianna, Ocala and other limestone formations. Traversed by two U. S. highways and eleven state roads with the L. & N., M. & B., and A. & St. A. Bay line railroads, its cities, towns and villages include Marianna (county seat) Alford, Alliance, Bascom, Butler, Campbellton, Compass Lake, Cottondale, Cypress, Dellwood, Graceville, Grand Ridge, Greenwood, Jacobs, Kynesville, Malone, Round Lake, Sills and Sneads.

Salubrious, Healthy Climate—No Icy-Snowy Winters—Delightful Summers

MARIANNA, population 9,500, is 70 miles West of Tallahassee; 140 miles East of Pensacola; 55 miles North of Panama City, and 175 miles Southeast of Montgomery, Ala. Renowned Florida Caverns State Park, Marianna Army Air Field and Marianna airport are nearby. Tourist attractions include Blue Springs, Blue Hole, Chipola Natural River Bridge, Lakes Compass, Ocheesee and Round.



MARIANNA one of Florida's fastest growing communities, has commission-manager form of government. Its manufacturing plants, wholesale and retail mercantile establishments completely serve this WEST Florida section. L. & N. (Jacksonville-Pensacola-Mobile main line); M. & B. and Bay Line connection at Cottondale railroads; U. S. and state highways; Greyhound and other bus and truck lines provide transportation needs.

MARIANNA has two commercial banks (resources over \$7,500,000) and Federal Building and Loan association; Chipola, Rhyne, Runnymede and Stone hotels and seven tourist courts; several churches, adequate Public Schools; Federal Court, Postoffice, County and City buildings; Community House and Library; Jackson Hospital; Parks, the Ritz and Gem Theaters; the Florida Industrial School for Boys 3 miles Southeast. The Chipola river flows through the eastern edge of the city.

MARIANNA and JACKSON COUNTY Cordially Invite Your Inspection and Investment

For Further Information Contact the

MARIANNA

CHAMBER OF COMMERCE

MARIANNA, FLORIDA



Firing furnace with packaged fuel.

COAL PACKAGED FOR CLEANLINESS, CUBED FOR EASY HANDLING

COAL, compressed into cube form and wrapped so that even the daintiest maid can handle it without danger of soiling her hands, is being produced at a Philadelphia plant where cleanliness is a by-word and where workers wear white uniforms and caps, in direct contrast with the dust and be-smudged clothing of the miners who take the coal from the earth.

Made by combining anthracite and bituminous fines in proper proportion, the White Glove Packaged Fuel, as it is called, consists of three-inch cubes sturdily wrapped in orange-colored paper. Each package contains six of the blocks and weighs a trifle more than seven pounds, a weight that almost any-

one can handle without noticeable effort.

Convenient size and weight and control of dust are expected to do away with the coal bin and its attendant dirt as the packages can be stacked next to the furnace, stove or fireplace and tossed when needed into the fire without removing the wrapper which burns with the coal.

Dimensions of the White Glove Packaged Fuel unit are, roughly, three by six by nine inches. A ton embraces 267 packages and takes up a space of 18 by 45 by 54 inches, or a little over 25 cubic feet, as compared with the approximate 38-cubic foot space required for a ton of loose coal. Current distribution is principally through dealers and deliver-

ies are made only in ton lots. Consumers may later purchase the fuel in the individual packages from grocers, filling stations or cruising trucks.

The \$400,000 plant where the two coal fines are mixed with an oil-base binder and then compressed into cube form was designed, erected and is being operated by the Blaw-Knox Co., a Pittsburgh engineering and steel fabricating concern. Special automatic wrapping machines were developed by Package Machinery Co., of Springfield, Mass. The project was carried forward in collaboration with the Solid Fuels Administration.

The abundant anthracite and bituminous fines—top grade coal of high fuel value heretofore unusable because of size—are dried in one building, blended and formed in cubes in a second structure and packaged and warehoused in another. Large white trucks make deliveries. These are equipped with side doors and have ingeniously designed tail gates to facilitate unloading.

The fine coal is handled separately at the start of the process, anthracite and bituminous being dumped in individual piles at a railroad siding and then placed in separate temporary storage tanks located at the end of a 213-foot conveyor. Even the drying is done separately in a big 40-foot revolving cylinder where air is forced over and through the coal at high speed and elevated temperatures to remove all traces of moisture.

Crushing to exact size is the step between the drying and the blending, the latter being in such proportion as to produce a slow, hot and practically smokeless fire when the cubes are burned. The blending chamber is equipped with two sets of paddles to mix and stir the anthracite and bituminous fines. The dust was previously extracted during drying; Heated and combined with the binder, the blend is given its final cube shape in impact presses.

From a cooling conveyor, the cubes go to automatic machines and are wrapped six to each orange-colored package, sealed and labeled at each end, ready for the consumer. Speed of the operation can be varied from eight to 24 bundles a minute.

(Continued on page 204)

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GAINESVILLE, ALACHUA COUNTY

The Center of Florida

for AGRICULTURE—INDUSTRY—EDUCATION—RECREATION

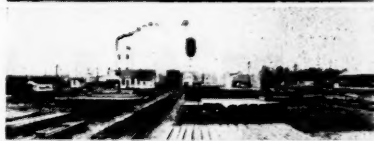
AGRICULTURE—

In the rich lands and rolling hills of north-central Florida. Unexcelled for General Farming, Peanuts, Tobacco and Stock Raising. Thousands of acres of Tung Oil trees. Shippers of spring vegetables—Beans, Potatoes, Watermelons, Celery, etc.



INDUSTRY—

Pine and lumber products. Crate mills, lumber treating, turpentine and pine products. Moss ginning. Excelsior. Foundries.



EDUCATION—

Home of the University of Florida. Excellent Secondary Schools. Agricultural Experiment Station.



RECREATION—

In the center of the state. Equidistant between Miami and Pensacola or the Atlantic and Gulf. Within easy touring distance of famous tourist attractions—Silver Springs, Ravine Gardens, Oriental Gardens, Saint Augustine, Daytona Beach.



GAINESVILLE, the County Seat of *Alachua County*, is a thriving city of 20,000. Well run City Manager-Commission Government. Utilities municipally owned. Steady payrolls from University, Industry and many state and government offices, plus a fine agricultural background, make Gainesville a prosperous, year-round city.

ALACHUA COUNTY is a leading farming and tobacco county of Florida. Holds top place in stock raising and pure bred cattle. Good roads. County Health Unit. County Hospital. Many good towns and small communities.

WE INVITE
FURTHER INQUIRIES

GAINESVILLE Chamber of Commerce OR
BOARD OF County Commissioners
GAINESVILLE, FLORIDA



TALLAHASSEE

FLORIDA'S FRIENDLY CAPITAL CITY

A city of culture and gracious living, of beautiful homes and oak shaded avenues, of rolling hills, of fine public buildings, splendid schools and progressive business section—this is Tallahassee, the picturesque and interesting capital city of the Sunshine State.

One of Florida's oldest communities, Tallahassee has a rich historical background, dating to the time of the Spanish Dons. In and around Tallahassee are famous homes and plantations that breathe the spirit of the Old South and reflect the greatness of a by-gone day.

More important, however, is the vitality and progressive spirit of modern Tallahassee which has made it one of the fastest growing communities of Florida.

More important, too, are the many opportunities which are waiting for development in this city and the surrounding country in which untouched resources are abundant.

Tallahassee is the largest city and principal trading center of a large area in north Florida and south Georgia. Its back country is known for its agricultural productiveness, for its heavy timberlands, and for many other resources.

Tallahassee invites new visitors, new residents, new enterprises. Business and industrial men who are interested in an ideal Florida location are urged to write for booklet and further information. Address C. D. Davenport, Manager—

CHAMBER OF COMMERCE TALLAHASSEE, FLORIDA

Downtown Tallahassee

Florida State College for Women

Elberta Crate and Box Company





*Florida's
"Shangri-La"*

DAYTONA BEACH

A City of Infinite Charm!

POSTWAR CONVENTIONS

Make a note of Daytona Beach as an exceptionally attractive convention city. Large hotels, excellent meeting and recreational facilities and capable convention service.

● To the busy businessman, preoccupied with daily war-time affairs, yet thinking hopefully about vacations to come, and about the day when complete or semi-retirement may be possible, Daytona Beach offers exceptional attractions.

● Here in this charming city by the sea—home of "The World's Most Famous Beach"—you'll find peace, quiet and sun-blessed restorative relaxation...yet with ample facilities for lively pleasures and sports such as golf and fishing at your instant command.

● Here, too, you will find friendly people—alert, sophisticated, yet wholly sincere—to extend a hearty welcome if you come as a vacationist and to make you feel thoroughly at home if you retire to enjoy our golden climate and delightful living conditions.

● Why not make inquiry now about Daytona Beach as a place to live as well as a superb vacation playground?

DAYTONA BEACH CHAMBER OF COMMERCE

R. S. Dymond, Manager

The New Orleans Foreign Trade Zone

AFTER careful and thorough study of the matter, the Board of Commissioners of the Port of New Orleans decided that the port needed a Foreign Trade Zone here, so they accordingly filed an application with the Foreign Trade Zone Board in Washington, for establishment of such a zone, to be located near the turning basin on the Industrial Canal adjacent to the Florida Avenue Wharf.

The selected location is regarded as a good one for immediate use in the post war period, because of the following factors: there is space for immediate expansion; the adjoining wharf has a water depth line of thirty feet and a sufficient depth can be readily furnished at any time to accommodate the largest cargo steamer entering the port; if and when the seaway to the Gulf project comes into being, it will be situated right at the very entrance to that seaway (barges are already using the small part of this project that has been completed at the entrance of the Industrial Canal).

As soon as the business of the zone develops to an extent that would tax the capacity of the original warehouse, the Board of Commissioners will be prepared to construct additional warehouse facilities within the proposed zone area which can accommodate warehouse space equal to about three times that of the first proposed structure. A new site for the zone, on the river front where ample space is available for expansion can also be developed.

A public hearing on the Board's application was held here, January 15, 1945 before the Foreign Trade Zones Board Examiners Committee. The hearing was well attended, having an excellent representation of the various port group interests, which included steamship operators, railroad trunk lines, barge line carriers, drayage companies, ocean freight brokers, freight forwarding agents, banks, custom freight brokers, importers, exporters, civic bodies, and bonded warehouses, all

by

O. C. Olsen

*Traffic Manager
Board of Commissioners of
The Port of New Orleans*

of which testified almost unanimously in support of the Board's application.

Strategically located to benefit

immensely by the increased trade that is expected to come when the present war is terminated, New Orleans' location is similar to the Port of Hamburg, which perhaps has been the outstanding example of a successful free port.

The Port of New Orleans affords the most modern steamer facilities, and when the war is over, it is expected to offer more services to the West Coast of South America in both direct and indirect ways.

Regarding the East Coast of South America, the Delta Line, owned and operated by the Mississippi Shipping Company, will as soon as world conditions permit, resume its operations with an entirely new fleet of fast, modern steamers affording even better services to major ports in Brazil, Uruguay, and Argentina.

The Delta Line has plans for post war expansion of its operations to serve West Africa as well as the East Coast of South America through the Port of New Orleans and other eastern Gulf ports.

The Lykes Brothers Steamship Company has a post war program under way which contemplates acquisition of a number of fast and modern C-1, C-2, and C-3 type vessels, which would not only re-establish former trade routes, but also expand a new service inaugurated by the company in January, 1941, from New Orleans and other Gulf Ports to South and East African ports.

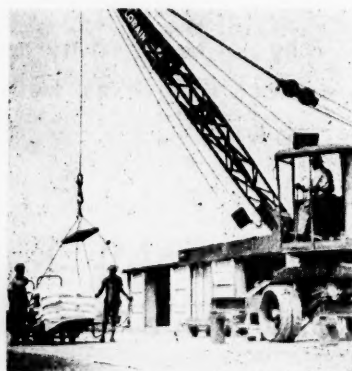
In addition to re-establishing and expanding its sources, Lykes after the war planning, contemplates rehabilitation of their fleet by the acquired vessels mentioned above, suitable for its particular trade routes.

The future outlook for the proposed Foreign Trade Zone appears bright and from the standpoint of the supporting interest of its establishment, and with full cooperation of all concerned, its operations should prove successful.

To date, the proposal is still pending in Washington.



New Orleans port scenes.



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GREATER INTEREST IN STOCK RAISING



OATS AT QUINCY



A TYPICAL CURING BARN



ORIGINAL SHADE WITH YOUNG TOP



A PACKING HOUSE SCENE

OPPORTUNITIES AT QUINCY

Quincy is the county seat of Gadsden County, one of the richest agricultural counties in Florida.

Located in the Northwest part of the state, the county is served by three of the large railroads, two smaller lines, and a fine highway system.

In the Quincy area are thriving industries utilizing native raw materials and agricultural products.

Naval stores is one of the large industries. Tobacco drying and packing plants, cane mills, sweet potato drying plants and warehouses, lumber and planing mills, feed mills, syrup mills, fruit and vegetable canneries are other typical industries. Crate, veneer and cooperage manufacturing hold an important place.

Minerals in the area consist of Fuller's earth, clay, gravel, sand and limestone.

A short distance from the Gulf of Mexico and the Atlantic Ocean, and with an elevation of 243 feet, Quincy is assured an ideal climate all the year 'round.

Lakes and springs are numerous near here, and with woods and fields, all are a delight to lovers of fishing and hunting.

Practically every variety of agricultural product grows here: tobacco being the chief product, both the open and shaded varieties. Excellent land for the grazing of cattle is encouraging farmers to raise milk-cows for the growing demands of the dairy industry: milk for consumers, and the manufacture of butter, cheese and other milk products. Plants for processed foods, dehydrated, frozen fruits and vegetables can supply the growing consumer markets of the South.

Quincy invites new industries to locate, and assures investors a fair tax rate, good labor conditions, ample power and transportation.

THE CITY OF QUINCY

QUINCY, FLORIDA

JAMES L. LOVE,
Mayor-Commissioner

STEVE EDWARDS,
City Manager

JUNE NINETEEN FORTY-FIVE

147

Come and Visit Manatee County

LAND OF UNEXCELLED OPPORTUNITIES IN
AGRICULTURE, INDUSTRY AND TOURIST BUSINESS

Manatee County, located on the south shore of Tampa Bay where it joins the Gulf of Mexico, and traversed by the broad Manatee River, is one of Florida's leading counties in the production of all types of agricultural products.

This county ships an average of a carload of fruit and vegetables every 90 minutes throughout the year and leads all of Florida in total tonnage of winter and spring tomatoes, eggplant, broccoli, romaine, lettuce, and escarole.

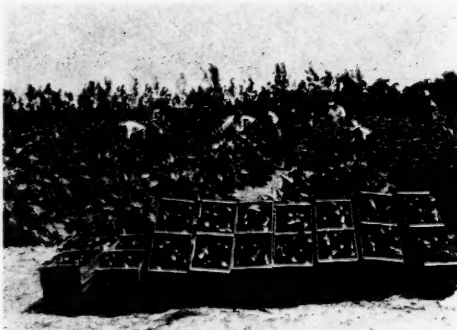
Fertile soil, adequate water supply, splendid facilities for controlled drainage, flowing wells, and a temperate climate make Manatee County a leader in agricultural production and opportunities.



Selected industries of the smokeless variety are steadily increasing in number and importance in Manatee County where both natural resources and farm products provide the foundation for a variety of manufacturing businesses.

This county has the largest crate mill in Florida, providing millions of containers for agricultural products.

Boat building, canning factories, packing plants, trailer manufacturing, and other light industries provide an important annual payroll and suggest further opportunities in allied fields. In few places will you find more advantageous conditions for industries than in this area.



The largest industry of Florida, the entertainment and accommodation of tourists, is well represented in Manatee County, which has a wide variety of advantages and attractions and entertains annually thousands of visitors from all parts of America. The mild climate, splendid beaches, excellent fishing, boating, golf, and other recreational attractions provide the basis for a much greater tourist business which awaits development after the war.

Manatee County welcomes industrialists, businessmen, farmers, and others who are interested in developing its rich resources. For booklet and special information, write—



**BOARD OF COUNTY COMMISSIONERS (or)
CHAMBER OF COMMERCE — BRADENTON, FLORIDA**

A LAND OF BETTER LIVING ~ ON FLORIDA'S GULF COAST



VENETIAN GARDENS ON LAKE HARRIS—30 ACRES OF BEAUTY

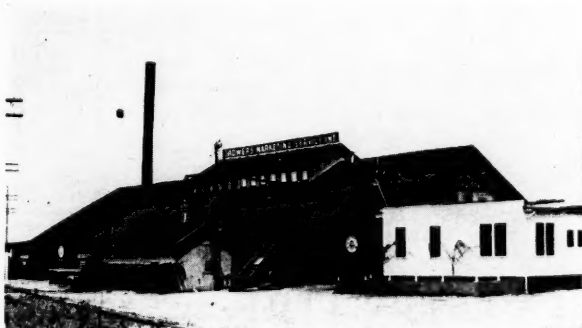
LEESBURG

NESTLED among the rolling hills of Lake **FLORIDA** County, approximately midway between the Gulf of Mexico and the Atlantic Ocean is a thriving agricultural community of about 5,000 people. About 140 miles south of Jacksonville, the City is situated on and between two beautiful lakes, Lake Harris and Lake Griffin, canals offering boat connection through the Oklawaha River to the St. Johns River and thence to the Atlantic Ocean.

The Leesburg area produces fine citrus fruit, as well as crops of watermelons, cabbage, lettuce, ferns, beans and

cotton. Leesburg is the home of several important industries including crate mills, citrus packing houses and canneries, and cotton gins.

A beautiful 30 acre park on Lake Harris known as Venetian Gardens contains one of the finest baseball parks in the United States, with a concrete grandstand, well lighted for night play, as well as a modern swimming pool and boat docks. Our bass fishing is famous the country over. A municipal Water, Ice and Light Plant provides all operational revenues.



PACKING PLANT AT LEESBURG

Inquiries are invited.

CITY OF LEESBURG, FLORIDA
E. M. FAIN, Mayor-Commissioner

CHAMBER OF COMMERCE
A. W. NEWETT, President

Double Backing



When you place a standard fire insurance policy in your safe deposit box, you know that many of your neighbors are keeping identical pieces of paper.

The policies all bear the same printed conditions and promises. Whether you have made a better or poorer purchase than your neighbors depends on the *double backing* of a good agent and a good company which lies in wait with your own piece of paper.

If your agent has done a conscientious job with your coverage needs—

If he has written the policy with a "tried and true" company—

Then the superior strength of your policy will come to light when a loss occurs, and at a time when quick financial assistance beats all the sympathetic words in the dictionary.

Either a good agent or a good company could give your policy half of this strength. But why not—for the same amount of money—buy all of it?

U. S. Fire Insurance agents have proven their close cooperation with their clients and the Company through many satisfactory settlements. Losses paid since organization—\$194,499,813.00.

UNITED STATES FIRE INSURANCE COMPANY

ORGANIZED 1924

NEW YORK, N. Y.

BE IN THE KNOW • LISTEN TO LELAND STOWE • BLUE NETWORK • SATURDAY EVENINGS

Industrial News

Dravo Heater

A heater, burning either gas or oil, and designed with new features of compactness and heat-distributing features, has been announced by Dravo Corporation, Pittsburgh 22, Pennsylvania. It is designed especially for suspension from walls or roof trusses.

The new design, called Dravo Direct Fired Heater, suspended type, is intended for use in cases where space for the conventional floor units is not available.

Warm air from the heater can be discharged in any direction by regulating the adjustments of the nozzles. There are directional louvers on each nozzle to channel the flow up or down. The hot air is driven from the adjustable nozzles at velocities of 1,800 to 2,000 feet per minute, enabling the heaters to be located from roof trusses or wall brackets thirty or more feet from the floor, and still deliver their heat load to the working area.

Food Machinery Purchases Dayton-Dowd

Food Machinery Corporation announces the purchase of Dayton-Dowd Co., an independent pump company of Quincy, Ill. The newly acquired business will be operated as a branch of the corporation's Peerless Pump Division, Los Angeles, under the direction of Clarence M. Frazier, vice president.

Henry J. McKenzie, who has been assistant manager at Los Angeles, will be manager of the new branch at Quincy.

American Car Orders

Orders have been received by American Car and Foundry Company, according to their recent announcement, as follows: Missouri Pacific Railroad Company, fifty 70-ton covered hopper cars; The Texas and Pacific Railway Company, fifty 70-ton covered hopper cars. All these cars will be built at the ACF, Madison, Ill., plant.

Weir Goodwin Appointed

Weir Goodwin has been appointed assistant coordinator of foreign marketing for Standard Oil Company of New Jersey. He was former regional sales manager, and wartime distribution manager.

Beginning in 1929, company salesman in South Carolina, Mr. Goodwin has risen with one or another of the Standard Companies since that time, except for the past three months in Government service as East Coast Coordinator of supply, transportation, distribution, and marketing for the Petroleum Industry War Council.

A graduate and former instructor at Virginia Military Institute, he served as a captain in the U. S. Marines in the first world war.

Lift Truck Performance

In the current issue of "Handling Materials," house magazine of Towmotor Corporation, Cleveland, Ohio, is a detailed description of a versatile life-truck system used by Eaton Manufacturing Company's Axle Division in Cleveland. The story illustrates how life trucks handle large unwieldy items such as 350-pound axle housings, 100-pound brake drums and heavy shop machines. Copies of the publication may be had by writing Towmotor Corporation, Cleveland 10, Ohio.

New Bankers' Directory

The Bankers' Directory for 1945, first edition, by Rand McNally, shows the highest volume of loans, \$26,357,371,000, since 1932 with the single exception of Dec. 30, 1941, when the total was \$26,893,832,000. Deposits, however, are increasing faster than loans. The 14,777 banks of the country have total deposits of \$143,017,900,000. The summary of the Blue Book shows government bond holdings continuing to increase. The banks hold \$86,463,927,000; but they also have much cash, the due exchange totaling \$31,362,488,000 as of Dec. 30, 1944.

Based on their reports from the several states, Rand McNally predicts a strong increase in loans for the immediate future.

Mrs. Smith Sponsors Ship

Mrs. Milo E. Smith, wife of the advertising manager of the Chicago Bridge and Iron Company, had the honor of christening the USS Krishna at its launching last month with ceremonies in Seneca, Ill. She had been designated sponsor by Rear Admiral Arthur S. Carpenter, USN, Commandant of the Ninth Naval District. The honor was bestowed in recognition of Mrs. Smith's former services as the company's representative in cooperating with various Federal agencies in the establishment of off-site facilities, such as housing, schools, water system, and roads to serve the shipyard.

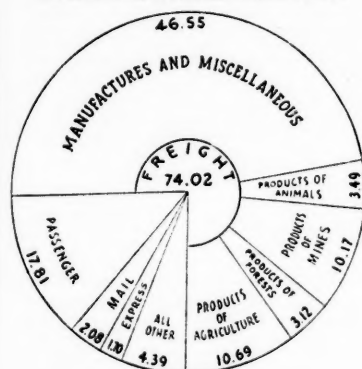
DeLuca Joins Jacksonville Firm

Twentieth Century Designers, Jacksonville, Florida, have announced that Edward DeLuca, a registered industrial engineer, has become a partner in their firm of architects, designers and engineers. Mr. DeLuca has had wide experience in management problems, industrial relations, personnel problems, morale studies, lowering of production costs, and improvement of materials handling.

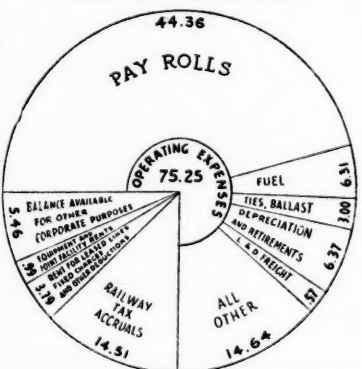
N. C. & St. L. Report

The ninety-fourth report of the Nashville, Chattanooga & St. Louis Railway, covering operations for 1944, is a comprehensive volume of 56 pages, containing numerous tables and illustrations. One of these tables, illustrated by charts, shows how each dollar was earned and spent. Under the heading "Where the Dollar Came From," is listed the freight items: Products of Agriculture, 10.69; of Animals, 3.49; of Mines, 10.17; of Forests, 3.12;

WHERE THE DOLLAR CAME FROM



WHERE THE DOLLAR WENT



manufactures and miscellaneous, 46.55; making a total freight income of 74.02 cents of each dollar earned. The rest of the dollar came from: Passenger, 17.81; Mail, 2.08; Express, 1.70; all other, 4.39.

"Where the Dollar Went" embraces the following operating expenses: Payrolls, 44.36; Fuel, 6.31; Ties, ballast, rail and other track material, 3.00; depreciation and retirements, 6.37; loss and damage, freight, 5.7; all other, 14.64; or a total of 75.25 of each dollar spent. The balance of the outgoing dollar was divided as follows: Railway tax accruals, 14.51; equipment and joint facility rents, .90; rents for leased lines, fixed charges and other deductions, 3.79; balance available for other corporate purposes, to-wit, reduction of debt, improvements, additions, dividends, and reserves, 5.48.

(More on page 152)

Is Your CAPITAL STRUCTURE

Outdated?



IN THE press of changes wrought by war, conversion and reconversion, it is well to remember that your company's *capital* structure, too, may have been affected by new conditions.

Many a company now has a newly-created opportunity to clear the decks financially for the future—a chance to reduce unnecessarily high coupon rates or preferred stock dividend requirements. Maturity dates, too, which once were satisfactory, may now be awkwardly timed.

As investment bankers with facilities for nationwide distribution of securities, we have frequently been called upon to help modernize a capital structure—and it is our experience that a general improvement of the corporation's overall financial well-being usually results.

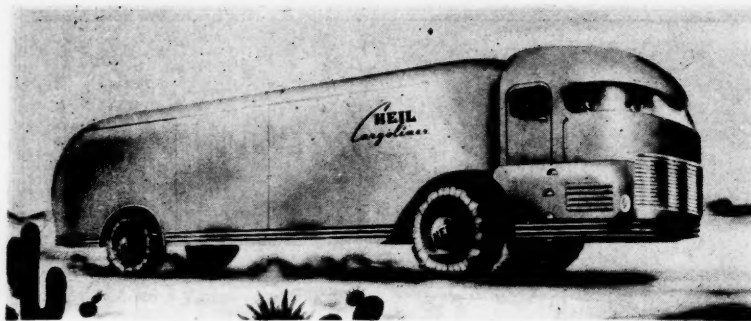
If you are an executive of a substantial corporation, and feel that reclassification of securities is desirable for your company, or if you require additional working capital, you are invited to call upon us at any time for consultation. One of our partners will be glad to study the situation as it applies to your organization, and to make definite recommendations.

VAN ALSTYNE, NOEL & CO.

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New York Stock Exchange New York Curb Exchange

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Left—Possible use for the new Heil Hydro Steer for off-the-road cargo haulers designed for transport over difficult terrain where rail facilities are not available. The unit measures about 50 feet long and is 16 feet high by 12 feet wide.

use out into the path of the revolving brush. Other refinements have produced a more effective spray for allaying dust, and for ease of handling. Upon the movement of a clutch the machine turns right or left under its own power. The manufacturers are highly gratified over user-response.

New Briggs Aide

A. M. Andrews, veteran pilot of many war theatres, has joined the staff of the Briggs Clarifier Company of Washington, D. C. and Bethesda, Maryland. As one of the chief service engineers for the Aviation Division, he will concentrate his activities chiefly on commercial airline service.

Entering the Ferry Command as a civilian pilot soon after Pearl Harbor, Mr. Andrews was shortly afterwards commissioned 2nd lieutenant in the Army Air Forces. And before his discharge as a Captain in 1944, he had to his credit five Atlantic crossings as well as 84 missions "Over the Hump" while in the China-Burma-India Theatre.

The Briggs Clarifier Company, manufacturer of oil maintenance equipment for the Army, Navy, Coast Guard and Maritime Commission as well as high priority war industries, also produces the vitally important Mobile Oil Clarifier for the Air Services.

White Elected Republic Head

C. M. White has been elected president of Republic Steel Corporation, succeeding R. J. Wysox, according to announcement of T. M. Girdler, chairman. Mr. White was formerly vice president in charge of operations. Mr. Wysox resigned to enter a new activity soon to be announced. The board elected E. M. Richards to succeed Mr. White in operations. (More on page 154)

Industrial News

Fairbanks, Morse Bulletins

Two attractively illustrated bulletins have been issued by Fairbanks, Morse & Co., Advertising Department, Pomona, California. One of these bulletins, AQB400.1, deals with Fairbanks-Morse Figure 6920 Oil Turbine Pump; the other, AQB500.1, deals with the company's large-capacity line of Niagara Propeller pumps.

Working On New Locomotive

A new steam turbine electric locomotive is expected to develop from technological work now in operation by Norfolk and Western Railway Company in cooperation with eight other railway companies and the General Electric and Babcock & Wilcox companies.

Using pulverized coal as a fuel to produce a 650-pound pressure in the steam boiler, this powerful, speedy and versatile locomotive is designed to develop 6,900 turbine shaft horse-

power over a wide range of speeds, making it readily adaptable to either freight or passenger service over flat or mountainous country. Fuel consumption is expected to be only two-thirds as great as that of the conventional type locomotive.

Other railroads working with the Norfolk and Western in this development, which has been underway for nearly six months, are: Baltimore & Ohio, Chesapeake & Ohio, Illinois Central, Louisville & Nashville, New York Central, Pennsylvania, Reading, and Virginian.

"Moto-Sweeper"

A new type sweeper that gets all the dirt and refuse from floor corners has been developed by The Moto-Power Company, Detroit. The new machine, known as the Moto-Sweeper, is a successor to the former Moto-Power. It is featured by side-blower attachments which reach into corners and blow ref-

Courts & Co.

INVESTMENT BANKERS

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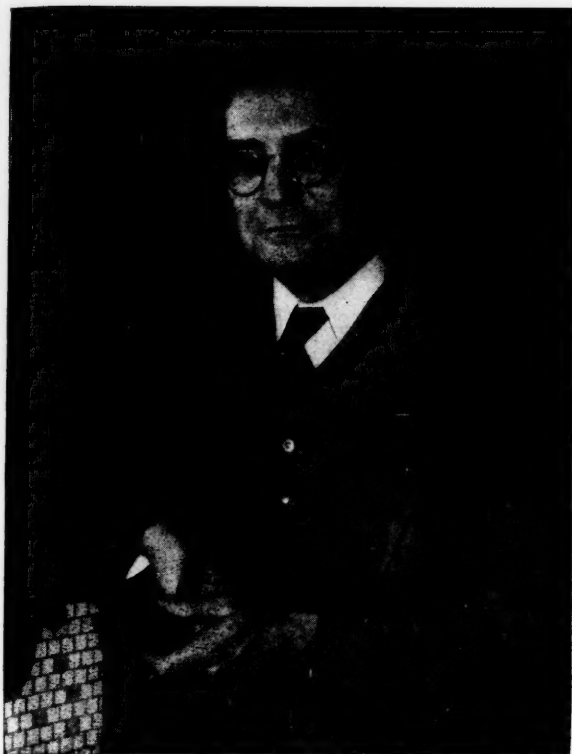
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Mississippi's Invitation

DOWN THROUGH THE YEARS Mississippi has been first in a series of contributions to the Nation. Today we have facts and figures to show that Mississippi is America's State of Opportunity.

The state government is the friend of private enterprise. We are committed to a policy of fair dealing with all those engaged in activity in our state.

Mississippi invites industry to come within her borders and help us plan and work and enjoy the fruits of our labors.

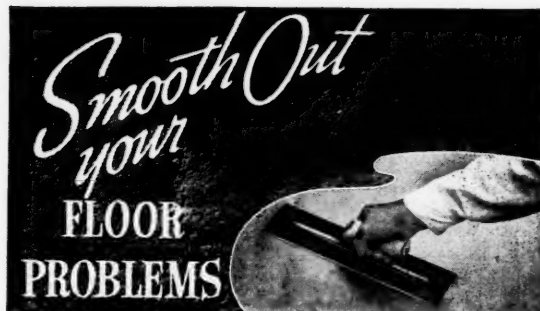
Thos. L. Bailey
GOVERNOR

AMERICA'S STATE  OF OPPORTUNITY

MISSISSIPPI

AGRICULTURAL AND INDUSTRIAL BOARD
NEW CAPITOL BUILDING • JACKSON, MISSISSIPPI

FOR JUNE NINETEEN FORTY-FIVE



with PLASTIC ROCK!

**Trowel a smooth, tough, plastic surfacing
right over your old concrete or wood floor**

Plastic Rock comes complete, packed in barrels. Nothing more to buy. No application "formula" to confuse you. Simply mix and trowel right over old floor. Average depth one-half inch. Old floor Saturday is a new floor Monday. Also patches concrete to a perfect feather edge. Plastic Rock is absolutely spark-proof, skid-safe wet or dry, dustless, silent. Feels like cork under foot. Cannot splinter, crack, crumble, curl or loosen. Heavy loads on steel wheels actually improve it. Five-year old floors show no wear. Rich, dark neutral gray. Used by U. S. Army, Navy and largest industries in America. Your contractor or your own crew can apply.

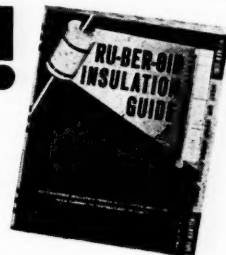
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HELPFUL INSULATION GUIDE



• Here's a handy insulation reference guide that puts facts at your finger tips. Makes it easier for factory engineers and purchasing agents to select the right insulation materials and pipe coverings to meet various temperature conditions. Contains such useful information as temperature tables, recommended thicknesses, heat loss charts, conductivity tables and other helpful technical data. Your copy will be sent promptly on request.

RUBEROID THERMAL INSULATIONS

The RUBEROID Co., 1500 S. Ponca St., Baltimore 24, Md.

☐ Please send free copy "Ruberoid Insulation Guide"

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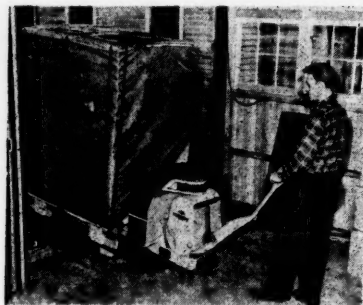
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Industrial News

The "Transporter"

High praise for the "Transporter," a unit of material handling equipment produced by Automatic Transportation Company, Chicago, is contained in a letter from Martin Oom, Traffic Manager for the Michigan Lithographing Company, Grand Rapids. Previously Mr. Oom had depended upon hand lift trucks to



The "Transporter"

handle the 3,250-pound loads of paper stock, but there were several ramps to be negotiated, and several men had to be called from machines to assist with the loads. Another difficulty was encountered in the fact that unloading and loading trucks had to be backed down a slope to the loading platform, which had so little depth it was necessary to make a 90-degree turn with skid loads moved down from the slope by several men. Upsets and paper-damage had to be added occasionally to the labor-loss item.

The "Transporter," according to Mr. Oom, redmost loading and unloading to a one-man operation.

Westinghouse Shortens Name

The former unwieldy name, "Westinghouse Electric and Manufacturing Company", is no more. The board of directors on May 12th made the long considered move of shortening the name to Westinghouse Electric Corporation, by which it will be known exclusively as soon as all existing supplies of war-critical printed forms and stationery have been exhausted.

Temperature Control Cabinets

Catalog 325, issued by Precision Scientific Co., 1750 North Springfield Avenue, Chicago 47, Illinois, contains 48 illustrated pages pertaining to "precision"-Freas constant temperature control cabinets, including an extensive variety of standard models, as well as many photographs of constant temperature cabinets and baths built to specifications. Standard cabinets include electrically heated ovens for laboratory drying operations, plastics, pre-heating, conditioning, rubber aging; sterilizers, incubators, paraffin embedding ovens, low temperature cabinets, humidity control cabinets; steam-heated explosion-proof cabinets carrying underwriters' approval; vacuum ovens and combustion-tube furnaces for laboratory use. Included also is general information pertaining to mechanical and gravity convection heat transfer. Catalog is accompanied by price list.

Lewis Rejoins Anchor Post

Commander A. Sidney Lewis, partner in Lewis and Company, Anchor Post Fence Company representatives in Georgia, has been discharged from the navy and resumed his former work with headquarters in Atlanta.

Other Anchor representatives recently appointed are: C. A. Moorer, Jackson, Mississippi; Jenkins Mantle & Brick Co., Amarillo, Texas; P. C. Fitzpatrick Company, New Orleans, La.; and Globe-VanDoorn Co., Milwaukee, Wisconsin.

Distance 'Phone Rates Lowered

The American Telephone and Telegraph Company has announced that reductions in its long-distance rates amounting to \$21,000,000 annually have been agreed upon with the Federal Communications Commission to be effective July 1. The reductions begin at distances beyond 790 miles. For example, the day station-to-station rate from New York to San Francisco will be reduced from \$4 to \$2.50, and from New York to Denver, from \$3.25 to \$2.35.

Since only interstate rates are affected, and these were admittedly on a relatively high scale, the over-all earnings of the company will not be appreciably affected in the opinion of President Walter S. Gifford.

U. S. Plywood Opens Office

A new plywood distributing unit has been established at 2020 Mather street, Baltimore, by United States Plywood Corporation, as the 17th warehouse in the company's chain. This new unit is completely modern, designed for stocking and supplying the wide variety of plywoods and allied products distributed by this company. Inventories are not expected to be complete until wartime conditions have passed.

Under general supervision of the Philadelphia branch, the Baltimore unit is managed by Thomas S. Hauck, a former captain in the U. S. Engineers, who for several years was Plywood's Baltimore sales representative.

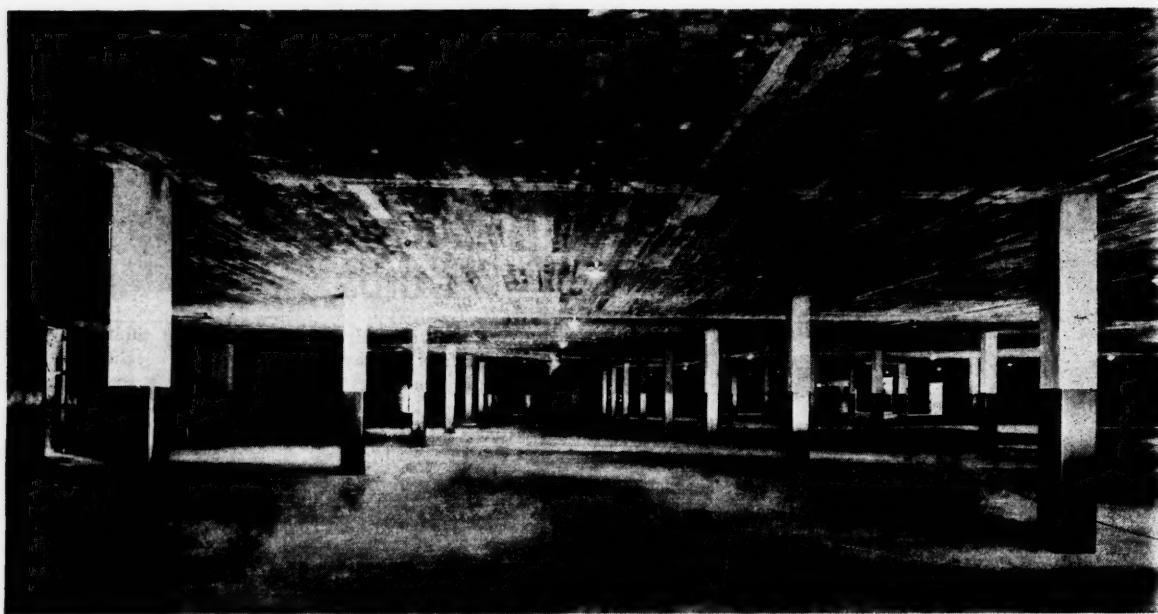
Davison Chemical Sales Up

Chester F. Hockley, president of Davison Chemical Corporation, Baltimore, recently announced a 24 per cent increase in net sales for the nine-month period ending March 26, over the same period of the previous year, which in turn had shown an increase of 25 per cent.

Sharply rising taxes have given a reverse slant, however, to net income. The total for all taxes, including income and excess profits, was \$2,175,150 compared with \$909,300 of a year earlier.

Net income after all charges and provision for taxes amounted to \$1.61 for each of the 514,134 outstanding shares, compared with \$1.64 per share the past year.

(More on page 156)



All Flat Ceilings. No beams. No flared capitals. No drop panels. Ceilings all clear for pipes, ducts and other equipment. Lowest cost formwork for concrete.

Our 1945 catalogue is ready for distribution. If you expect to build, you should send for a copy.

"SMOOTH CEILINGS" SYSTEM.

METROPOLITAN LIFE BUILDING
MINNEAPOLIS 1, MINN.

DAVIS CYPRESS TANKS



Nature First, Then Davis

Nature made Cypress and we have made tanks out of it for 55 years; and we rest our reputation on what customers say—Mills, railroads, towns, etc. Let us hear from you.



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EPPINGER AND RUSSELL CO.

Wood Preservers Since 1878

All Kinds of Structural Timbers and Lumber
Pressure Treated with Creosote Oil or



80 EIGHTH AVE., NEW YORK, N. Y.

POLES • CROSS ARMS • PILING • TIES
POSTS, BRIDGE AND DOCK TIMBERS

Treating Plants—Jacksonville, Fla., Norfolk, Va., Long Island City, N. Y.

BOXLEY QUARRIES

CRUSHED LIMESTONE & CRUSHED GRANITE

FOR Road Building, Concrete
Railroad Ballast, Furnace Flux
Filter Stone, Agstone
Limestone Sand

Four Plants Located on N. & W. and A. C. L. Railways
10,000 tons daily capacity

W. W. BOXLEY & COMPANY

711 Boxley Building, Roanoke 10, Va.

SOUTHLAND PRODUCTS

—WELDED OR RIVETED—



We now manufacture and offer to the trade tanks in all sizes for pressure or gravity work. Also other steel equipment of either

WELDED
OR RIVETED
CONSTRUCTION

This applies to field as well as shop built equipment.

Write us for information and quotations.

CHATTANOOGA BOILER & TANK CO.
CHATTANOOGA, TENN.

Lancaster TANKS

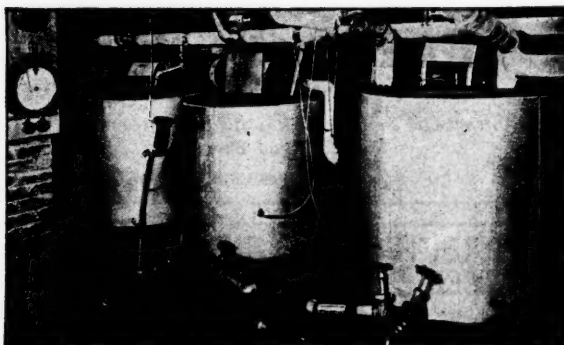


15'3" O.D. x 40' Long Vulcanizer

ELEVATED TANKS—PRESSURE TANKS—STEEL
STORAGE TANKS—PROCESS TANKS—BUTANE-
PROPANE TANKS—STANDPIPES—RETORTS—BINS
—EXTRACTORS—BARGES—DREDGE PIPE AND
ACCESSORIES—WELDED PIPE—RIVETED PIPE

General Steel Plate Construction
designed for your requirements.

LANCASTER IRON WORKS, INC.
LANCASTER, PENNSYLVANIA



Section of Battery built for Lanett Mills of West Point Mfg. Co.,
West Point, Ga.

Nickel-Clad Starch Kettles

Fifteen starch kettles were made by us on this special job. These sizing kettles are made of Nickel-Clad steel to eliminate cracks and provide corrosion resistance. Monel metal agitators and heating coils were installed inside for greater strength, toughness, and freedom from contamination or discoloration of product. Welded construction throughout.

Starch boxes, kettles, jig boxes, etc., of Nickel-Clad steel as well as other metals made to order.

• Write for "Tank Talk"—No. 20-D.

R. D. COLE MANUFACTURING CO.

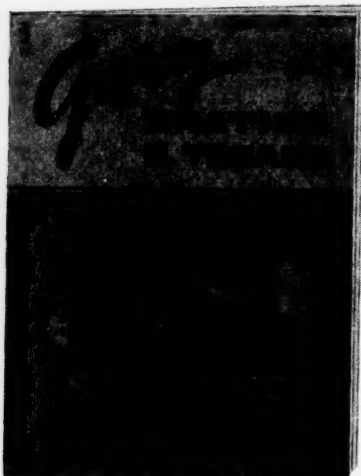
ESTABLISHED 1854

NEWNAN

GEORGIA

Industrial News

Steel Grating Booklet



A table of safe loads for steel gratings, such as are used in sidewalks, factory floors, steps, etc., is published in the current catalog of the Open Steel Floor Grating division of the Standard Steel Spring Company, Gary, Indiana. This catalog, No. 14-P-21, is attractively illustrated with pictures of large installations of Gary gratings installed in some of

the leading industrial plants of the country. It also pictures the sample of grating which the company mails for the asking to be used as a paper weight.

Whether welded or riveted each type of Gary grating is shown as having been designed to fit its use; and there would appear to be numerous features which a gratings manufacturer must look out for, such as carrying-capacity, appearance, non-skid quality, maximum light and air circulation, accessibility for re-painting, etc. In brief, this catalog shows how Gary gratings are tailor made to suit individual requirements by a concern of long experience, the ultimate in equipment, and with representatives in all principal cities.

Simple Filtration Process Produces Chemical Equivalent of Distilled Water

Ordinary water can now be transformed into the chemical equivalent of distilled water by a simple filtration process developed by American Cyanamid and Chemical Corporation and made available in portable and stationary equipment designed for all types of users.

With these units, trade-marked Filt-R-Still, water which is virtually mineral-free is made readily accessible for research laboratories; in electronic and electrolytic equipment fabrication; in the manufacture of textiles, leather, paper, pharmaceuticals, food, dyestuffs, and many other products, as well as in the filling of storage batteries.

The principle of the Filt-R-Still is one of filtration by utilization of melamine-derived and other resins, developed by the American Cyanamid Company. Water is passed through beds of these ion exchange resins which



Portable Filt-R-Still Unit

transform the dissolved salts in the water to the corresponding acids and in turn absorb the acids. The process may be visualized by picturing water as containing flowing metals which are attracted by a magnet except that the magnet, in this case, is chemical rather than electrical.

The final demineralized water has an average salts content as low as two parts per million as calcium carbonate, and has been produced.

(Continued on page 158)

CONVERSE BRIDGE & STEEL CO.

Chattanooga, Tennessee

Structural Steel for all Industrial Structures,
Buildings and Bridges

LARGE STOCK FOR IMMEDIATE SHIPMENT

STRUCTURAL STEEL for BUILDINGS and BRIDGES

Capacity 1000 Tons per Month. 3000 Tons in Stock

Carolina Steel and Iron Company

The Largest Steel Fabricators in the Carolinas
Greensboro North Carolina
S. C. Rep. Edward McCrady, 307 Allen Bldg., Greenville, S. C.

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Have it done by Philadelphia's OLDEST,
the Country's LARGEST

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Peerless Beauty and Strength

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"Built to your satisfaction"

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Fabricators and Erectors of Welded Steel
Structures

Specializing in

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Steel Structures, Conveyors, Bins, Mine Structures, Misc. and Ornamental Iron, Steel Plate Products.

Electric Arc Welded Structural Steel Plate Work

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ROANOKE, VIRGINIA

BELMONT IRON WORKS
PHILADELPHIA NEW YORK EDDYSTONE

Southern Sales Office, Charlotte, N. C.

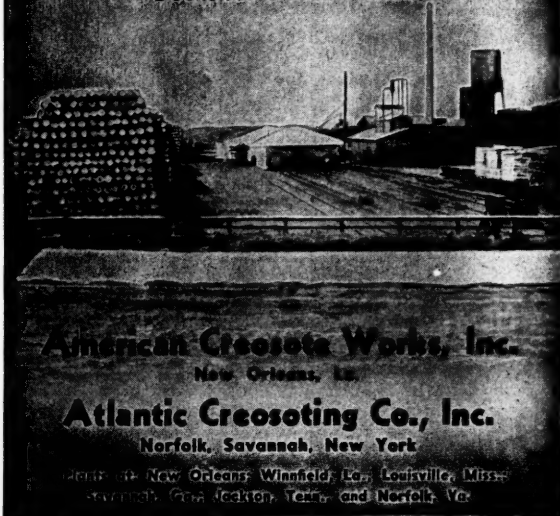
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CHANNEL FLOOR**

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Piling, Poles, Lumber, Cross Arms,
Cross Ties
Also Wolmanized Lumber
Decay and Termite Proof—Can Be Painted
Docks for Ocean Vessels



American Creosote Works, Inc.
New Orleans, La.

Atlantic Creosoting Co., Inc.

Norfolk, Savannah, New York

Branches: New Orleans, Winnfield, La., Louisville, Miss.
Savannah, Ga., Jackson, Tenn., and Norfolk, Va.

Industrial News

Water Filtration Process

(Continued from page 156)

duced as pure as one-half part per million. The process also removes dissolved carbon dioxide from the water, a feature of particular importance in its use in the electronic and electrical fields. So effectively has water been cleaned of its minerals that its specific resistance to an electric current has been increased to as much as 6,000,000 ohms, which compares with a resistance of 50,000 ohms previously considered to be very good.

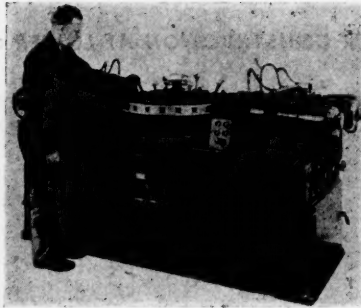
The Filtr-R-Still is made in different sizes and capacities to meet various requirements. The small portable unit is made in two forms, one for field and the other for bench use. The field unit, designed primarily for use by the Armed Forces, supplies demineralized water for storage batteries and for electronic equipment where water free of dissolved salts is essential to make it a perfect insulating medium. The bench unit is designed for use in filling stations, drug stores, photographic studios, chemical laboratories, and similar applications. The capacity of the small units is eight to ten gallons of demineralized water per hour. The Filtr-R-Still Lab unit has a capacity of approximately thirty gallons per hour.

M32 Automatic Machine

One of several designs, the M32 automatic machine produced by Moline Tool Co. for work on aircraft gun turret rings has features which are applicable to problems for making other types of metal parts.

The part to be machined in this case is an aluminum ring and the M32 automatically drills and reams twenty-four groups of four small holes. At the same time it finish bores and chamfers a larger hole located at the center of each group and which was drilled during a previous machining operation.

There are two 4-spindle drilling units, two



4-spindle reaming units and two single-spindle precision boring units on the machine. Each unit has its own hydraulic feed cylinder and feed rate regulating valve, the dials for which can be seen in the photograph.

Complete automatic electric control renders skill on the part of the operator unnecessary since all he has to do is load and unload the work from the fixture and press the button to start the automatic operating cycle. During the cycle the work is indexed automatically by hydraulic power to bring each group of holes into proper relationship with the tools as required.

Complete safety interlocking of the electrical, mechanical and hydraulic functions prevents trouble such as might occur, for example, if the reamers were fed into the work where no holes had been drilled previously.

New Westinghouse Managers

C. M. Reynolds, recently accepted appointment as manager of the Westinghouse Electric Supply Company branch at Corpus

Christi, Texas, according to announcement by C. M. Mackey, manager of the Southwestern district. The supply company is the marketing outlet of the Westinghouse Electric Corporation of Pittsburgh.

Mr. Reynolds has been with the company since the first of the year. He was previously in the electrical business in Kansas for 21 years.

D. J. Clay has been appointed manager of the San Antonio branch of Westinghouse Electric Supply Company. Mr. Clay, an air pilot of the first world war, has engaged in civilian contract work in connection with the training of glider pilots at Lamesa, Texas, since the beginning of the present war. He was formerly prominent in the electrical supply business in Cleveland, Ohio.

Bell Debentures Proposed

Southern Bell Telephone and Telegraph Co., Atlanta, Ga., one of the large communications organizations operating in the South, would issue \$45,000,000 40-year debentures, under a proposal being filed with the Securities and Exchange Commission, while the parent company, American Telephone & Telegraph Co., New York, is preparing a registration statement on a \$175,000,000 issue of debentures. Both would bear 2-3/4 per cent interest and both are proposed to finance redemption of previously issued 3-1/4 per cent debentures. The \$175,000,000 issue is understood to be the largest corporate offering ever to come up for competitive sale.

B & O Makes Performance Record in 1944

The report of Baltimore and Ohio Railroad Company for 1944, through its president, R. B. White, discloses that all previous records were exceeded in the handling of freight and passenger traffic. Totals were 147,314,981 tons and 14,303,937 passengers.

Operating revenues totaled \$387,193,036 and operating expenses, \$287,068,754. Both were highest recorded in the Company's history. Also higher than ever before was the Company's tax bill with a figure of \$48,994,845.

The Company's debt was reduced during the year by \$34,801,828, to bring total debt (Continued on page 160)



NOW is the time to re-design

● Industry is tired of the old and worn out equipment they have been using during the war years and are soon going to buy new equipment. To insure the acceptance for your products, start re-designing now. Plan to build sales-winning strength and service into them by using Earle Gears. Doing so will insure customer satisfaction for years to come. Earle Gears are custom-cut to your specifications, sizes range from inches up to 30 feet in diameter. Write today outlining your requirements so that we may quote; and be sure to specify "Earle" when drawing your plans and writing your orders. The Earle Gear & Machine Co., 4719 Stenton Ave., Philadelphia 44, Pa.



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 and strict attention to detail, has won Dixie a name
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From beginning to end, careful designing and expert
 workmanship reflect the superior facilities so necessary in
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 vice. The benefits of new and improved methods enable
 us to handle all work in an entirely satisfactory manner.

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**FINISHED
 PRODUCTS**

DIXIE MFG. CO., INC. 1314 RUSSELL ST.
 BALTIMORE, MD.

Industrial News

B. & O. Performance Record

(Continued from page 158)

reduction during the last three years to more than \$105,000,000.

President White's report contained an expression of appreciation for the cooperation of stockholders, war agencies and company employees, of whom 16,000 are reported to be in the armed service of the nation and 150 to have given their lives to its cause.

Thew Shovel Absorbs Assets of Lorain Castings Company

The Lorain Castings Co., of Lorain, Ohio, has dissolved as a corporation and its assets have been taken over by the Thew Shovel Co., also of Lorain, as sole stockholder, C. B. Smythe, vice president of Thew has announced. Mr. Smythe said the facilities of the castings company would be utilized by the Thew Shovel Company for production of its regular line of products.

Bruning Printer-Developer

A new BW printing and developing machine, known as the Model 41, has just been announced by the Charles Bruning Co. The new model combines individual printing and developing units in a modern cabinet of pleasing appearance, with a sturdy, all steel frame of box girder construction for maximum rigidity, alignment and stamina. It has a printing speed range up to 4 feet per minute, depending on the transparency of the original, printing either roll stock or cut sheets, with a printing width of 46 inches. The light source is a 2,000 watt glass mercury vapor lamp within a 6-inch diameter cylinder—uni-

form distribution of light is assured over the entire printing area of the cylinder. A new method of cooling pulls air into and through the cylinder contact bands, resulting in minimum machine temperature.

Hose Couplings

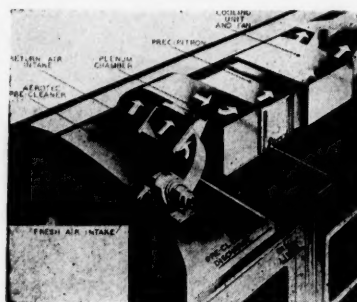
Hose Accessories Co., Philadelphia 32, Pa., manufacturers of "Le-Hi" high and low pressure hose couplings, have released a new catalog, No. 644, covering their line of hose couplings and brass and bronze hose accessories. Profusely illustrated, the new catalog shows numerous applications, give specifications, prices, etc. In addition to having a complete index, the catalog is divided into sections by handy tab markers which facilitate ready reference.

Electronic Mercury-Vapor Detector Developed

A new electronic detector for instantaneously detecting the presence of mercury-vapor concentrations in the atmosphere has been announced by the special products division of General Electric Co. The new detector is designed particularly for use in the glass, chemical, smelting, metal-mining, and electric apparatus manufacturing fields where mercury-vapor concentrations must be kept below the toxic limit—1.2 parts mercury vapor in 100,000,000 parts of air by volume, for continual breathing—to safeguard the health of employees. The detector will measure directly mercury-vapor concentrations as high as one part in three million parts of air by volume and as low as one part in two hundred million parts, with an accuracy of approximately 5 per cent. Set at its highest point of sensitivity, the detector is also capable of meas-

uring with reasonable accuracy concentrations as low as one part in a billion. In addition, it will detect mercury if it is carried by a gaseous medium whose spectral absorption band does not overlap the 2,537 Angstrom wave length.

Precipitrons in Railroad Cars



Cleaner air in railroad passenger cars is expected to result from installation of electrostatic air cleaners to remove cinders, soot, and road dust before the air goes through the air-conditioning system. Tobacco smoke no longer need annoy non-smokers as every car can be a smoking car.

An experimental car of a progressive Eastern railroad is being equipped with a specially built Precipitron. The unit is designed to go just under the roof at the end of the car instead of vertically in one section of a washroom. Also a simplified and more positive system of oil-washing the dirt from the plates at the end of the run has been devised.

(More on page 162)

NO IDLE CHATTER

Whitcomb locomotives have been making low cost haulage records in scores of industries for over 35 years. Their rugged, simple construction insures long life with peak performance and low maintenance cost.

You can be sure of obtaining these advantages when you purchase a Whitcomb locomotive. Many satisfied users praise their merits. Mr. R. C. Oliver, General Superintendent says, "We find the unit satisfactory in every respect, very economical of fuel, and handles heavy loads with ease."



Illustrated above—A seven ton, Diesel mechanical locomotive now in service at the Oliver Coal Company mines.



THE BALDWIN GROUP

DIESEL, GASOLINE, MECHANICAL, OR ELECTRIC DRIVE — The Products of a Pioneer.

THE WHITCOMB LOCOMOTIVE CO.

Subsidiary of

ROCHELLE, ILL.
THE BALDWIN LOCOMOTIVE WORKS

For spotting your cars— JONES CAR PULLERS

YOU will be surprised how much time can be saved in the spotting and switching of cars by using a Jones car puller. These sturdy, compact units will speed up car handling to the point where they soon pay for themselves in the saving of time and labor.

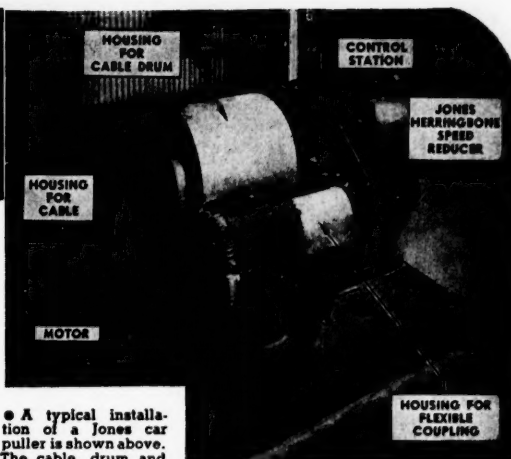
These car pullers are built by Jones as complete units with motor included if desired, or with base to take standard motor, as supplied by the purchaser. The cable drum is driven by a Jones triple reduction Herringbone speed reducer and the control station may be located at a point to give the operator a clear view of the tracks and spotting positions.

Even in plants where comparatively few cars are handled it has been found that a Jones car puller more than pays its way. Prices and complete information will enable you to judge whether such an outfit might pay out in your plant. Write for complete information.

W. A. JONES FOUNDRY & MACHINE CO.
4425 Roosevelt Road, Chicago, Illinois

Jones

HERRINGBONE • WORM • SPUR • GEAR SPEED REDUCERS
CUT AND MOLDED TOOTH GEARS • V-BELT SHEAVES
ANTI-FRICTION PILLOW BLOCKS • PULLEYS
FRICTION CLUTCHES • TRANSMISSION APPLIANCES



● A typical installation of a Jones car puller is shown above. The cable, drum and couplings are enclosed by sheet metal housings as an extra precaution in this installation to eliminate all hazard from moving parts.

● A complete Jones car puller unit. These outfits are for use with wire rope and are manufactured in a wide range of capacities to suit the number of cars to be handled in each plant.



Gates—Intake, Sluiceway and Spillway

Hydraulic Turbines — Francis and

Propeller Types

Rack Rakes

Trash Racks

Valves—Pipe Line and Penstock

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AND DRY DOCK COMPANY**

NEWPORT NEWS, VIRGINIA

1905

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FLEXIBLE SHAFT MACHINES

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FLEXIBLE SHAFT MACHINES

OUR FORTIETH YEAR

High Quality Only. One hundred twenty-five types and sizes.

Type
MY4— $\frac{1}{4}$ H.P.

$\frac{1}{8}$ to 3 H. P.

Rotary Files
Rotary Cutters

Vertical and Horizontal

Over three hundred attachments.

One machine for many classes of work by securing various attachments to fit the job.



Type M7A— $1\frac{1}{2}$ H.P.

The largest exclusive manufacturers of Flexible Shaft Equipment

SEND FOR OUR
NEW
CATALOG No. 29



N. A. STRAND & COMPANY

5001 NO. WOLCOTT AVE. CHICAGO 40, ILL., U.S.A.

AREA OF LEAK	AIR		STEAM		WATER	
Diameter Inches	Number of cubic feet per month at 75 lb. pressure	Total cost of waste per month 11c per 1000 cubic feet	Pounds wasted per month at 160 lb. pressure	Total cost of waste per month 65c per 1000 lb.	Gallons wasted per month at 60 lb. pressure	Total cost of waste per month 16c per 1000 gallons
1/2"	13,468,000	\$1,481.44	1,219,280	\$792.53	1,524,100	\$243.86
3/8"	7,558,500	831.44	684,290	444.79	855,360	136.86
1/4"	3,366,990	370.37	304,820	198.13	381,020	60.96
1/8"	824,570	90.70	74,650	48.52	93,310	14.93
1/16"	213,000	23.43	19,280	12.53	24,110	3.86
1/32"	52,910	5.82	4,790	3.11	5,990	.96



What does it cost you each month *for air, steam, water, you never use?*



Fig. 1640
"King Clip" Gate



Fig. 16-7
Bronze Globe

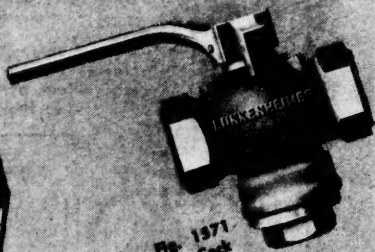


Fig. 1371
Air Cock

Maybe you've never checked the actual cost of valve leakage. If you haven't, you'll doubtless be startled at these figures.

A single valve leak the size of a pinhead can waste enough air in a month to approximate the cost of a new valve. Steam leaks... water leaks... also take a heavy toll if neglected... not to mention the wastage of such a critical item as fuel.

Where Lunkenheim Valves are given ordinary care, such losses are held to an absolute minimum. These quality-built valves are designed to give extra long service with the lowest possible outlay of time, labor, and money, for maintenance. Enlarged copies of the above chart for posting in your plant are available on request. Also available are the services of your nearby Lunkenheim Distributor, who is fully equipped to assist in solution of your operating or maintenance problems.

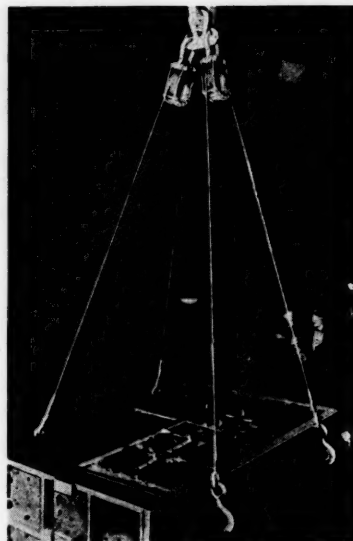
The Lunkenheim Co., Cincinnati 14, Ohio, U.S.A.
(Branch Offices: New York 13, Chicago 6, Boston 10, Philadelphia 7, Export Department: 318-322 Hudson St., New York 13, N. Y.)

LUNKENHEIMER VALVES

BRONZE, IRON, STEEL AND
CORROSION RESISTANT ALLOY VALVES,
125 TO 2500 LB. S.P.;
BOILER MOUNTINGS, LUBRICATING DEVICES,
AIRCRAFT FITTINGS

Industrial News

Macwhyte "Level-Lift" Slings



The line of Macwhyte Caldwell "level-lift" slings are now made in 3/4 ton, 1-1/2 ton, 3 ton and 6 ton capacities. Formerly made only in 3 ton and 6 ton capacities, increasing demands for smaller units led to the addition of two new sizes, 3/4 ton and 1-1/2 ton.

After the light-weight block containing wire rope is put on the crane hook, the crane operator spots the crane hook over the approximate center of gravity of the load and the floormen attach the sling to the load. The crane operator then applies the power to lift the load, and as the crane hook is lifted, the rope automatically adjusts itself through the "Level-Lift" block. In so doing, one sling leg of rope becomes longer than the other, and as the weight of the load pulls on the wire rope, the sheave in the block pulls down against a brake which prevents slippage. The load is then lifted level.

C. H. Worrells, Anthony Sales General Manager

With the resignation of R. R. Howard as vice president and general sales manager of Anthony Company, Streator, Illinois, C. H. Worrells, who for many years has been treasurer, has taken over the duties of general sales manager. Mr. Worrells has been with Anthony Company for 20 years, having identified himself in wholesale and retail sales as well as export. He is widely known among the trade nationally, and with the wealth of experience therein, assures continuance of vigorous sales direction throughout the 70 trade centers in the United States, in which Anthony Company is represented.

Glenn A. Duis, for many years a consultant and director of Anthony Company, has been elected executive vice president. In this capacity he takes over supervision of the operative duties of the Company's president, Mr. Duis is a partner in Duis Electric Co., Electric Power Engineers, well known internationally in their special field.

Gardner-Denver Officials Note Increased Export Interest

A steadily accelerating interest in Gardner-Denver products on the part of foreign markets—particularly in Latin America—is noted by the Gardner-Denver Company, according to E. F. Schaefer, Gardner-Denver executive vice-president. In a recent interview, Mr. Schaefer gave this as the main reason why the company has established the main office of its export department, formerly in Quincy, (Continued on page 164)

GRUENDLER CRAFTSMANSHIP

Serving Industry over 50 Years

Peak Production at Low Cost
Manufacturers of Limestone Pulverizers,
Gravel or Rock Crushing and Screening
Plants, Conveying and Screening
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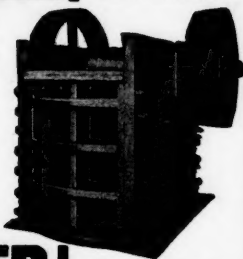
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Heavy Duty
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150 to 200 tons Per
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Shovel Rock to 5"
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PERFORATED METALS

For every purpose, Industrial and Ornamental

Steel, Stainless Steel, Monel Metal, Brass,
Copper, Bronze, Aluminum, Zinc, Lead, Tin
Plate and all other metals or materials
perforated as required, and for all kinds
of screens. Send for new Catalog.

CHARLES MUNDT & SONS
490 Johnston Ave., JERSEY CITY, N. J.

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PERFORATED METALS

Screens and grilles
in all commercially rolled metals,
all standard and special designs.

Write for literature.

HENDRICK MANUFACTURING CO.
44 Dundaff Street, Carbondale, Pa.
Manufacturers of Mitco Open Steel Flooring, Mitco
Shur-Site Treads and Mitco Armorgrids.

ERDLE

SHEET METALS

SIXTY YEARS' experience in
Metal Perforating is your assurance of
a satisfactory job.

Made to your specifications
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Metal Sample Plate on Request.

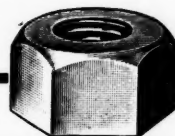
ERDLE PERFORATING COMPANY,
171 York Street Rochester, (111) N. Y.

Hexagon Head Cap Screws

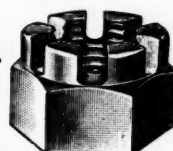
Hexagon Semi-Finished Nuts

Special Screw Machine Products
to blue print or sample.

MID-WEST SCREW PRODUCTS CO.



3664 Park Ave.
St. Louis 10,
Missouri



OPEN STEEL
MESH FLOORING

IRVING GRATING PRODUCTS

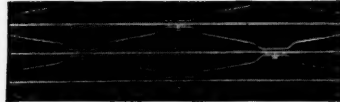
VIZABLED G
SAFETY TREADS

"A Fitting Grating For Every Purpose"

Safe — Fireproof — Ventilating — Lasting — Strong — Clean — Comfortable — Admits Light — Tractive — Smooth
Easy to Place — Fit Guaranteed.



Press-Locked



Riveted



Welded

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GARY WELDED GRATING

Send for attractive paper-weight sample, which is yours for the asking. Catalogues upon request.

Square edge bars for safe footing.
Hexagonal cross bars for neat appearance.

Gary-Riveted Grating :: Gary Stair Treads
STANDARD STEEL SPRING COMPANY
Open Steel Floor Grating Division
2700 East Fifth Avenue, Gary, Indiana

JOHNSON *wire*

Uniformity of
prescribed physical
and metallurgical prop-
erties, within exacting limits.
Laboratory controlled. Stand-
ard and special grades.
Custom-made for par-
ticular jobs.

JOHNSON STEEL & WIRE CO., INC.
WORCESTER 1, MASSACHUSETTS
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ENGINEERS AND CONTRACTORS
Automatic — Sprinkler Systems
Heating, Boiler and Industrial Piping
Pipe, Valves and Fittings

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PERFORATED
METALS**

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Manhattan Perforated Metal Co., Inc., 43-17 37th St., L. I. City, N. Y.

Industrial News

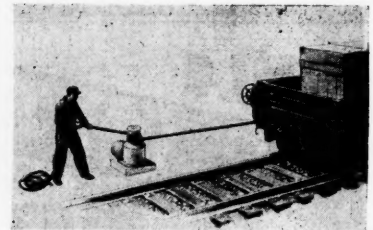
Export Interest Rises (Continued from page 162)

Illinois, in New York City.

"All indications at present point to a sharply expanded market for air compressors, rock drills and oil field equipment to meet the demands of export developments in industry and construction," Mr. Schaefer said. "We are, therefore, making plans to expand our export sales and activities materially in order to give maximum service to all our export customers."

Mr. G. V. Leece, Vice-President of the Gardner-Denver Company, who is in charge of the entire export division and is located in the New York office, amplified this view of the export situation. "For many years before the war the Gardner-Denver Company enjoyed a steadily expanding export business," Mr. Leece said recently, "and in order to service this business properly, the Company has established export branches throughout the world. Of late there has been unmistakable evidence of considerable expansion in many of our markets—industrial construction, hydro-electric plants, the iron and steel industries, mining and transportation. These markets offer increasing opportunities for the sale of modern equipment, including air compressors, rock drills, paving breakers, mine car loaders and centrifugal pumps, as well as reciprocating pumps and drilling engines for use in oil fields. This increased demand is particularly evident in Latin-American countries and is likely to be reflected in other parts of the world as soon as conditions permit."

New Car Puller



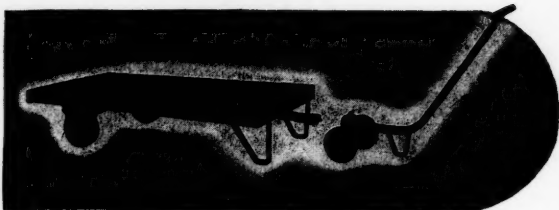
American Engineering Company, Philadelphia, manufacturers of Lo-Hed electric hoists, announces the introduction of their new class 2½ car puller. The Lo-Hed Car Puller is a hauling device in which the barrel, gear box and motor are integrated in a single, streamlined unit. Starting line pull is 5,000 pounds, using a single line, or more with various block combinations. Uses of the car puller range from hauling railroad cars of all types to pulling skids, powering boat and airplane runways, dragging logs, bending pipe and numerous other backbreaking operations.

Excavating Equipment in War

"In War and Peace" is the title of a new booklet containing dramatic photographs of dozers, scrapers, dozer-shovels, and other tractor equipment in action on both the war and home fronts, published by Bucyrus-Erie Co., South Milwaukee, Wis.

The 34-page booklet gives a vivid picture of dirt-moving machinery as an essential weapon of war. It tells how with their tractor equipment the Allies could build airports overnight, which the enemy could not do be-
(Continued on page 163)

THOMAS TRUCK of Keokuk



THOMAS MAKES



4 WHEEL TRUCKS



2 WHEEL TRUCKS



CASTERS



RUBBER WHEELS

JAK TUNG TRUCKS

- Removable Jak-Tung lifts and moves truck
 - Jak-Tung platforms to store and carry loads
 - One Jak-Tung serves many platforms.
 - Jak-Tung is simple, safe and easy to raise and lower
 - Speedy, flexible and efficient in operation
 - Sizes, types and capacities for most uses
 - With or without "Job-Suited" Superstructures
- Put your plant on wheels—save men, save time. Use the Jak-Tung way to avoid rehandling of loads. One Jak-Tung serves many trucks. The No. 125 steel frame Jak-Tung truck is available in 8 platform sizes, with semi-steel or rubber wheels. Capacities 1,760 lbs. to 3,500 lbs. Welded steel angle frame. Hardwood deck. Shown with No. 102R Jak-Tung. Molded-on rubber tired, Hyatt bearing wheels. Simple, safe, easy lift and easy swivel. One serves many trucks.

Write for new Catalog No. 47

THOMAS TRUCK & CASTER CO.

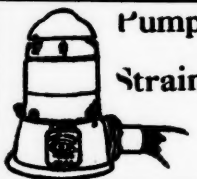
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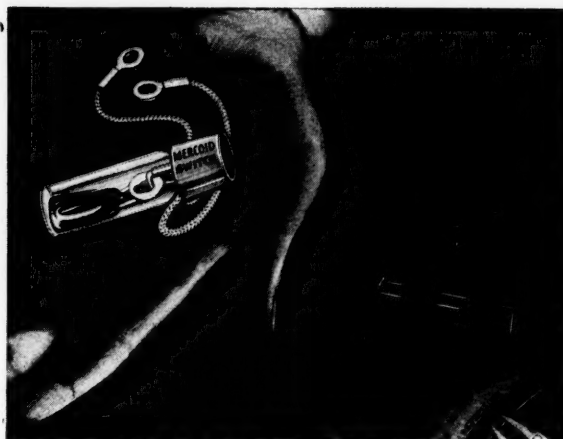
PIG LEAD — ANTIMONIAL LEAD

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AN UNFAILING ADVANTAGE

All Mercoide Controls are equipped exclusively with hermetically sealed mercury switches of special design and critically selected materials. Mercoide mercury switches are known the world over for their dependable service. They are not affected by dust, dirt or corrosion; nor are they subject to open arcing with its attendant consequences of pitting, sticking or oxidized contact surfaces, all of which, are likely to interfere with normal switch operation. That is why among other things, Mercoide Controls on the whole give you assurance of better control performance and longer control life—a distinct and unfailing advantage—the reason why they are also the choice of America's leading engineers for many important wartime industrial applications.

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FOR HEATING, AIR CONDITIONING, REFRIGERATION, AND VARIOUS INDUSTRIAL APPLICATIONS
THE MERCOIDE CORPORATION • 427 W. BELMONT AVENUE • CHICAGO 41, ILL.



While cosmopolitan in its general appeal, and modern up to this moment in its equipment, there is a peculiar flavor of The Old South here which Southerners are quick to note and appreciate. They feel at home and come back to us again and again.

Rates \$3.00 per day and up. Every room with bath or shower. Centrally located.

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You can depend on us for
QUALITY • EFFICIENCY • SERVICE

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MILTON, PENNSYLVANIA

Morton's SALT TABLETS



**HOW AS FAMILIAR
AS NECESSARY AS
THE LUNCH CART...**

It's easy to remember the time when only one plant in twenty dispensed salt tablets to employees who sweat. Today, virtually all of the country's leading manufacturers provide them continuously.

Sweat robs the body of vital salt... causes Heat-Fag, inalertness, heat prostration. Workers become tired, easily fatigued. Accidents rise. Production drops.

Salt Tablets are the simple, easy way to replace this salt lost through sweat. An Industrial "must", they are a safeguard against fatigue, an aid to production, a builder of employee health and morale. The cost is less than a cent a man per week to have them available at every drinking fountain.

In salt tablets, as with other grades and types of salt, Morton is the recognized leader. Order Morton's Salt Tablets and Dispensers from your distributor or directly from this advertisement. Write for free folder today... Morton Salt Company, 310 S. Michigan Ave., Chicago 4, Illinois.



MORTON'S DISPENSERS

They deliver salt tablets, one at a time, quickly, cleanly—no waste. Sanitary, easily filled, durable.

800 Tablet size - - \$3.25

MORTON'S SALT TABLETS

Morton's Salt Tablets are available either plain or with dextrose.

Case of 9,000, 10-grain salt tablets - - - - -	\$2.60
Salt Dextrose Tablets, case of 9,000 - - - - -	\$3.15

MORTON'S SALT TABLETS

Industrial News

Excavating Equipment at War (Continued from page 164)

cause he had failed to realize the importance of this equipment as an Engineer Corps essential.

"In War and Peace" pays tribute to construction men, both those in the armed forces and civilians, who have so skillfully handled Bucyrus-Erie tractor equipment including the two latest units, the Dozershovels and the G-44 two-wheel scraper; it points out that the war jobs performed by tractor equipment are basically the same as peacetime jobs and that, consequently, the same versatility and service can be expected by civilian users in the future.

Pringle Caterpillar Manager at New York Office

W. B. Pringle, manager of Caterpillar Tractor Company's Berwick, Pa., office since June, 1944, has been appointed manager of the Company's New York office, succeeding the late George E. Churchill. Don E. Kneer, successively export credit manager, domestic credit manager and supervisor of priorities in "Caterpillar's" executive offices at Peoria, Ill., succeeds Mr. Pringle as manager of the Berwick office, to which he was transferred more than a year ago.

Mr. Pringle is a former company representative in the Scandinavian countries and had special assignments in North Africa, the Balkans and central Europe. From 1938 to 1941 he was a member of the "Caterpillar" sales training staff in Peoria and more recently was assistant to the president of Caterpillar Military Engine Co., a wholly-owned subsidiary, at Decatur, Ill.

Red Star Multiplex



Red Star Products, Inc., Cleveland 13, Ohio, announces the Multiplex-30A radial arm saw with "the versatile elbow" which is described as swinging freely and turning easily from one thing to another. The saw arm pivots at its center and is mounted on a carrier which moves forward and backward on the fixed overarm. The pivoted arm or track can be turned to a number of positions, right or left, to cut miters of any degree, or can be moved backward or forward to make desired rip cuts.

(More on page 168)

Southern Built Colliers

(Continued from page 134)

situation, some of the standard Liberty ships have been used. Not designed for coal-carrying, they have not been satisfactory. If enough of the ships now building at New Orleans are put into coal service, the industrial fuel situation next winter should be much easier regardless of the war.



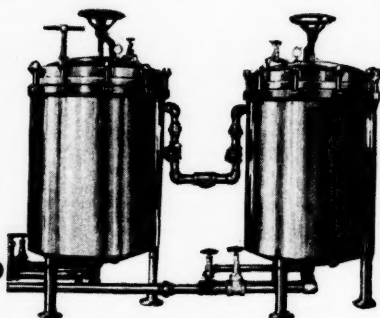
A GUARANTEE of Superior Filtration

SPARKLER HORIZONTAL PLATE FILTERS

For complete clarification, renovation and purification of liquid commodities—oils, chemicals, synthetics, plating solutions, waxes, etc.—the Sparkler method of filtration offers the surest, quickest and most efficient results. Sparkler Filters are highly adaptable, sturdily constructed, use any filter medium. Made in over 30 models, portable or permanent installations. Capacities 50 to 10,000 G.P.H. Our engineers are at your service.

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MOVE MATERIALS FOR WAR AND PEACE.

IN *Fulton* WATERPROOF COTTON AND BURLAP PAPER LINED BAGS

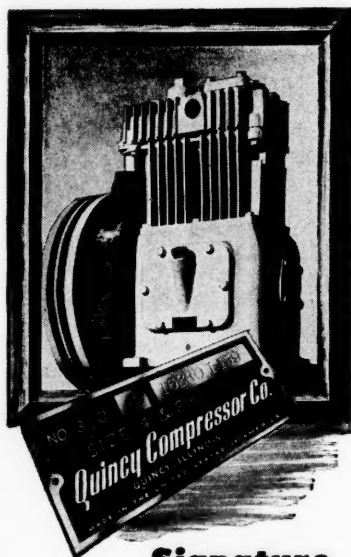
In these times bag production is war production. Our plants have supplied millions of sand bags as well as various other items for use in combat areas. Behind the lines, supplies of food and other material are transported thousands of miles in bags specially designed to protect contents against hazards of rough handling, moisture and insects. Back here at home bags must move a long list of essential commodities ranging from small machine parts, through dozens of items of food, feed and produce to the hygroscopic chemicals requiring special waterproof packages. Many Fulton Waterproof Paper Lined Bags are replacing containers made of critical materials—metal drums, wooden boxes and barrels.

The output of our plants will continue to be devoted to these essential requirements until Victory itself is "in the bag."

FULTON BAG & COTTON MILLS

Manufacturers since 1870

Atlanta St. Louis Dallas
Minneapolis New York New Orleans Kansas City, Kan.



**Signature
on a compressor
masterpiece . . .**

Crushing Coal

at a cost of

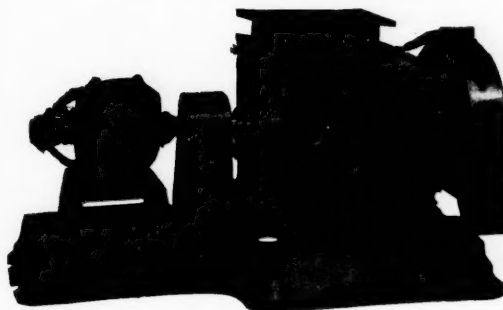
less than one cent per ton,

including power, labor,

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is a common, everyday achievement



Write for new Bulletin describing and illustrating
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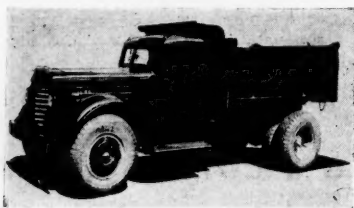
St. Louis 10, Missouri

Industrial News

Trucks Being Produced



Federal Motor Truck Co., Detroit, has been authorized to manufacture ten different models of commercial trucks for essential civilian use during 1945. Already in daily production these commercial trucks are being built together with heavy duty military vehicles on the same assembly line. The ten models authorized by WPB are being manufactured in a wide range of power ratings, gear ratios and wheelbase lengths in varying tonnage capacities. Distribution of the commercial trucks will be made through authorized dealers to civilian operators obtaining ODT certificates of purchase.



Flexicore Company Formed

Formation of the Flexicore Company, Inc., of New York City, to handle world-wide production and merchandising of the new Flexicore precast concrete floor and roof slab, originally developed by Price Brothers Co., of Dayton, Ohio, has been announced by March M. Harrison, executive vice president, Roger H. and Louis P. Corbetta, of the Corbetta Construction Co., New York City, are president and secretary, respectively, of the new company.

The new firm is maintaining a staff of engineers who will work Flexicore into all types of building and construction work. More than 2,000,000 square feet of Flexicore are already installed. The new product is held to be one of the most important, practical and significant developments in the history of building material.

American Hoist, Derrick Appoints New Distributors

The American Hoist and Derrick Co., St. Paul, Minn., has appointed the following companies as exclusive distributors to the construction industry for American derricks, derrick fittings, and hoists: Territory—Southern and Eastern Virginia: Smith Courtney Company, Seventh and Bainbridge Streets, Richmond 11, Va.

Huntington, W. Va., and the surrounding territory in W. Va., Ohio, Kentucky and Virginia: Banks-Miller Supply Company, Huntington 6, W. Va.

State of Georgia: Tractor & Machinery Company, 351-355 Whitehall Street, S.W., Atlanta 3, Ga.

Southern Pine Opens at Macon

Southern Pine Association has opened an area office at Macon, Ga. "Establishment of this new office," says H. C. Berckes, secretary-manager, "is in accordance with the ex-

panded program of the Association, recommended by our Board of Directors in January, and endorsed by the vast majority of subscribers. This new office will be the headquarters of Mr. R. Bruce MacGregor, newly appointed Assistant Forester of the Association, Macon is strategically located to serve the interests of subscribers in an important section of our producing territory." Address of the new office, 50819 Persons Building.

Power Plant Guide

Planning information on 10,000 to 60,000 kw, condensing turbines, surface condensers and auxiliaries, for building a new plant or adding generator capacity to an existing one, is presented in the new Steam Power Plant Planning Guide announced by Westinghouse Electric and Manufacturing Co., Pittsburgh 30, Pa. Part I of the new 40-page booklet illustrates types of turbines, and charts turbine sizes and speeds. Part 2 on Performance Data covers basic operating conditions, including effect of deviation in pressures and temperatures on heat rates; regenerative feed-water heating; recommended condenser sizes, and condenser dimensions; condenser friction; impeller, propeller and axial type circulating pumps; and condenser pumps. Data is presented in chart and table form for easy selection.

Yarnall-Waring Distributes Color Film on Products

Yarnall-Waring Co., Philadelphia 18, Pa., has released a 16-mm Kodachrome and sound motion picture featuring its "Yarway" products in action and typical applications in many industries, as well as how they are manufactured and the engineering reason behind each. Available for showing before technical societies, trade groups, engineering schools and engineers and operating men in industry, the film is 1400 feet in length and features seatless tandem blow-off valves, unit tandem blow-off valves; Hi-Lo alarm water columns; Be-Sure inclined water gages; impulse steam traps; Gun-Pakt expansion joints; remote liquid level indicators. The narrator is Lowell Thomas, noted news commentator.

BARRY COLLEGE

for Women

A CATHOLIC SCHOOL
OF LIBERAL ARTS
MIAMI, FLORIDA

OPENED in 1940, Barry is the only Catholic college in the State of Florida. It was named for the late Bishop Patrick Barry, fifth Bishop of St. Augustine.

Five of the proposed fifteen buildings are now in use. In its fifth year, the college has outgrown its facilities and has acquired five auxiliary residences to accommodate the increased enrollment.

Taking advantage of the rich curriculum at Barry as well as the Miami climate, are students from eighteen states and seven Latin American countries.

Facilities for sports include a beautiful outdoor pool and tennis courts which are among the best in the State.

Barry College offers courses leading to degrees in Liberal Arts, Education, Science, Music, Commercial Education, and Home Economics.

The college conducts a summer session for those desiring courses during the summer months.

BARRY COLLEGE IS CONDUCTED BY THE SISTERS OF SAINT DOMINIC, OF ADRIAN, MICHIGAN.

Architectural scenic industrial
photography by

Burger Bros

an all Florida concern.

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The University of Miami

Coral Gables, Florida

The University of Miami, Coral Gables, Florida offers a full program of instruction in Liberal Arts and Science, Business Administration, Education, Music and Law.

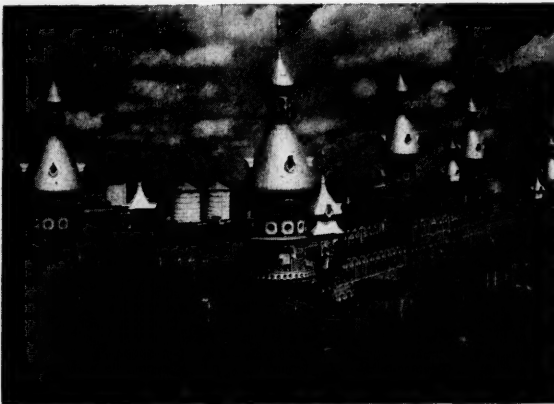
A SIX weeks summer session for teachers, from June 9, 1945 to July 21, 1945. Two regular summer sessions for undergraduates: the first, June 30, 1945 to August 11, 1945; the second, August 14, 1945 to September 25, 1945.

Year-round training opportunities for veterans and others desiring an accelerated program.

Intensive training in the Spanish language and Latin American civilization, available to a limited enrollment of mature students, through a course of twenty-four weeks beginning November 1, 1945, and quarterly thereafter.

Special educational opportunities for adults and for those desiring training while employed.

For further information write the Registrar, University of Miami, Coral Gables 34, Florida.



The University of Tampa offers you:

AN ENVIRONMENT of rare beauty in a climate tempered with sea breezes from the Gulf of Mexico and the Atlantic Ocean.

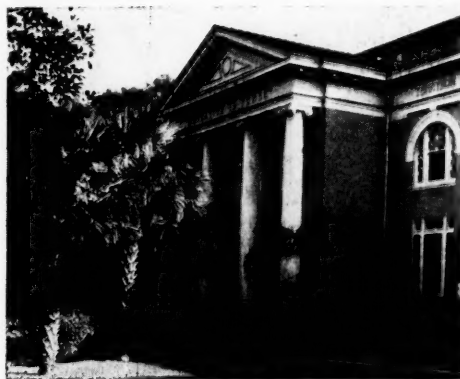
AN EDUCATIONAL PROGRAM of high scholastic quality, carefully planned to meet the needs of college students.

A FACULTY of outstanding men and women, specialists in their respective fields.

REASONABLE RATES. Approximate cost for the semester: Tuition and fees, full time student, \$125.00-\$140.00. (Summer term approximately \$70.00).

For Further Information Address:

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TAMPA, FLORIDA



John B. Stetson University

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College of Liberal Arts (with 23 departments)

College of Law, School of Business,

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Featuring Secretarial Science, Teacher Education, Music, Speech, Dramatics, Modern Languages

HIGHEST IDEALS OF SCHOLARSHIP, CULTURE, CHRISTIAN CHARACTER

Address: William Sims Allen, Ph.D., LL.D., President
DeLand, Florida

POULTRY PLAN ENRICHES VIRGINIA COMMUNITY

ADVERSITY had shown itself in Rockingham County, Virginia, long before national depression made its appearance. Topographically the section is comprised of a series of low limestone hills, the soil of which is none too fertile for general agricultural purposes. Virgin forests sustained the inhabitants for many years but depletion brought eventual impoverishment. By the early thirties a great portion of the population was sampling government relief and deciding it did not like it.

It was then that Brocks Gap, as this region is called, turned to the poultry industry on a vast and scientific scale. Today it can point to a smooth-working organization that answers many of the problems facing industry as a whole. It can tell a story of brains, thrift and initiative that not only shook off the shackles of depression and government relief but did it so well as to make the Rockingham County

region a self-sustaining unit.

To describe it raises the old question: Which comes first, the chicken or the egg? Let's take the egg first. Rockingham chicken eggs are all produced and marketed within the county. They are produced from flocks ranging in number from 50 to 1,500 layers well dispersed throughout the county.

The eggs are sold either for consumption or to commercial hatcheries, the latter buying only those eggs that have been certified by the Virginia State Department of Agriculture. This has resulted in high productivity by layers raised from such hatchings, hens which produce practically throughout the year. In 1944 they produced 4.7 million dozen eggs. While the poultry farmer pays a fee for State inspection, he gains because of this inspection because the hatcheries pay a premium of at least 18 cents a dozen above market for certified eggs. The certification system has also resulted in great

breed improvement and disease control.

Commercial hatcheries in Rockingham County have an estimated combined hatching capacity of 3.4 million eggs, with units ranging from 16,000 to 850,000. Experienced operators succeed in hatching out 70 to 80 per cent of each batch. The most popular breeds have proved to be New Hampshire Reds and Barred Plymouth Rocks.

The hatcheries have no marketing problem. The supply of baby chicks is far behind demand. Of the total output about 30 per cent goes direct to growers while 70 per cent is handled through a unique share system in which "contract feeders" play an important role. Under this system the contract feeder buys from the hatchery and furnishes the farmer not only the baby chicks but feed for them as well. The contract farmer pays no cash but is charged with the chicks at hatchery price plus one cent each and for the feed with its normal markup. The contract feeder assumes all hazards of loss on the ultimate marketing of the poultry.

(Continued on page 172)

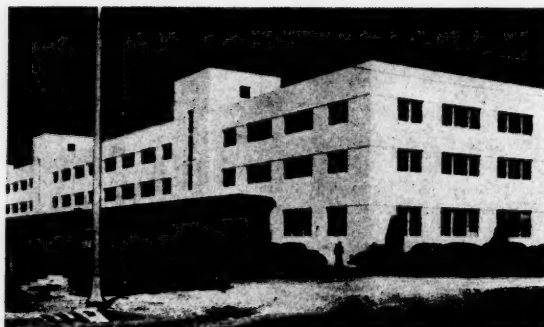
HILLYER & LOVAN

ENGINEERING CONTRACTORS

Warehouses
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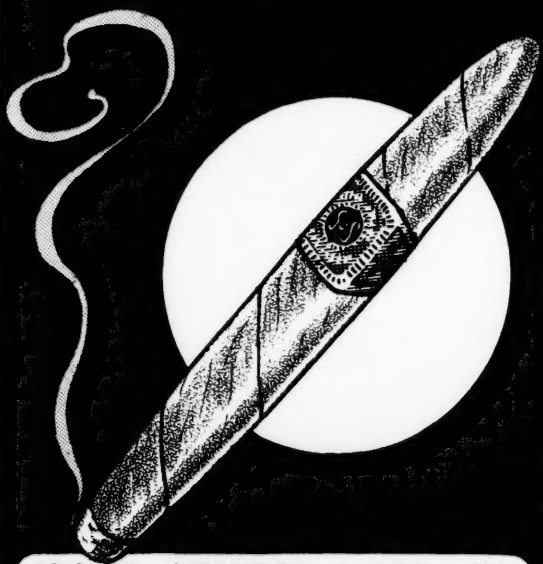
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Smoke Rings

...THAT HELP *Ring* THE WORLD'S
CASH REGISTERS

All over the world, wherever there's smoke from a "King Edward" there's the flame of prosperity for Florida and the South! The progressive force exerted by the makers of "King Edward" cigars provides a market for tobacco grown in more than six scattered states... creates activity in related industries... provides vast revenue for transportation systems... produces stabilized employment for thousands of Southern workers.



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JACKSONVILLE, FLORIDA
Manufacturers of "KING EDWARD"
"America's Most Popular Cigar"

A Creed For Southerners

We Believe In The South

... Because here is America's last great frontier, challenging the minds and hearts of men of action.

... Because here are vast and scarcely developed resources demanding only vision, courageous leadership and earnest labor to convert them to use and wealth.

... Because here are millions of fertile acres sufficient in their bounty to fill the larders of the nation with rich dairy products and with nourishing foods from the soil.

... Because here is a newly awakened giant beginning at last to feel the power latent in its farms and fields and woodlands, its businesses and industries and the energy of its people.

... Because here is a friendly, kindly people who have dreamed new dreams, seen new visions, gained new skills; who are determined that these things shall not again be lost and that their future shall be one of prosperity and economic greatness.

... Because it is Our South—our matchless homeland—offering boundless opportunity, security and better living for all men.

WE PLEDGE our devotion to the South and our untiring efforts to further its growth by doing business in and with the South and with Southerners to the end that the South may soon attain its rightful place of economic leadership in our nation.

Paul E. Reinhold

Paul E. Reinhold
President

FOREMOST DAIRIES, INC.
OF THE SOUTH

General Offices — Jacksonville, Florida

POULTRY PLAN ENRICHES COMMUNITY

(Continued from page 170)

The contract farmer gets 75 per cent of the market value of the "crop" when sold.

Most contract feeders are feed-mill owners and possess financial resources sufficient to handle normal enterprise. When it becomes necessary to obtain additional funds, however, the process again is unique. Idle funds, preferably from within the county, are borrowed under a trust agreement by which the contracts with the farmers are used as collateral.

Normal marketing procedure for the grown poultry, which is handled by the contract feeder, has, like other things, been temporarily di-

verted by wartime freezes but when operating in usual fashion sees about half the total output going to truckers who make over-night trips to Eastern terminal markets. The other half goes to dressing plants within the area.

A segment of the industry in the county is devoted to the raising of turkeys. While it is on a smaller scale and carries higher risks than the chicken branch of the enterprise, turkey-raising tends to be more profitable per unit and is rapidly expanding. All in all the foresight of the leaders of Rockingham County and the industry of its people have attained such proportions as to raise its farmers to a condition of economic independence.

Sixty Years Ago in the Manufacturers Record

The nation was struggling out of a financial depression. Signs of better times included a list of cotton, steel and hosiery mills that were resuming full production after shutdowns of several months, while Charlottesville, Virginia, was preparing to expend \$85,000 for a water

works.

North Carolina's State Exposition was drawing to a close. Our special correspondent of the time felt wood manufacturing, cultivation and manufacture of tobacco, and fisheries the outstanding features, predicting they would play large parts in the state's future economy.

Remington Standard Typewriters appeared in the advertising columns of the MANUFACTURERS RECORD, competing with

Parquet shotguns and Wm. Rogers silverware for attention.

Shipments of southern pig iron to the North during 1884 totaled only 100,000 tons, while the cotton crop for the same year was estimated at about 5.4 million bales.

A New York electric company was preparing to establish a branch in Charlotte, N. C., for the purpose of supplying that city with light and power.

Gold mining in Georgia, at a virtual standstill since the California discoveries of 1849, was being revived. Mines in Carroll, Murray and Dahlonega counties were, according to a special correspondent, "yielding large sums daily."

D. T. Parker, of Anniston, Ala., and others discovered oil and gas in a well 900 feet deep at Cullom Springs, Ala.

Gen. George B. McClellan, Lincoln's second term opponent, was reported interested in a \$12 million copper mining enterprise proposing to develop properties in Harriman, King, Knox and Stone-wall counties in Texas.

Pope Manufacturing Co., manufacturers of Columbia bicycles and tricycles, were regular advertisers. See reproduction of their insertion in the December 20, 1884, issue.

Hoskins Appointed Industrial Forester of Seaboard

Dallas T. Daily, general industrial agent, Seaboard Air Line Railway, recently announced the appointment of Robert N. Hoskins as industrial forester with offices at Norfolk, Va., succeeding Chas. A. Gillet, resigned.

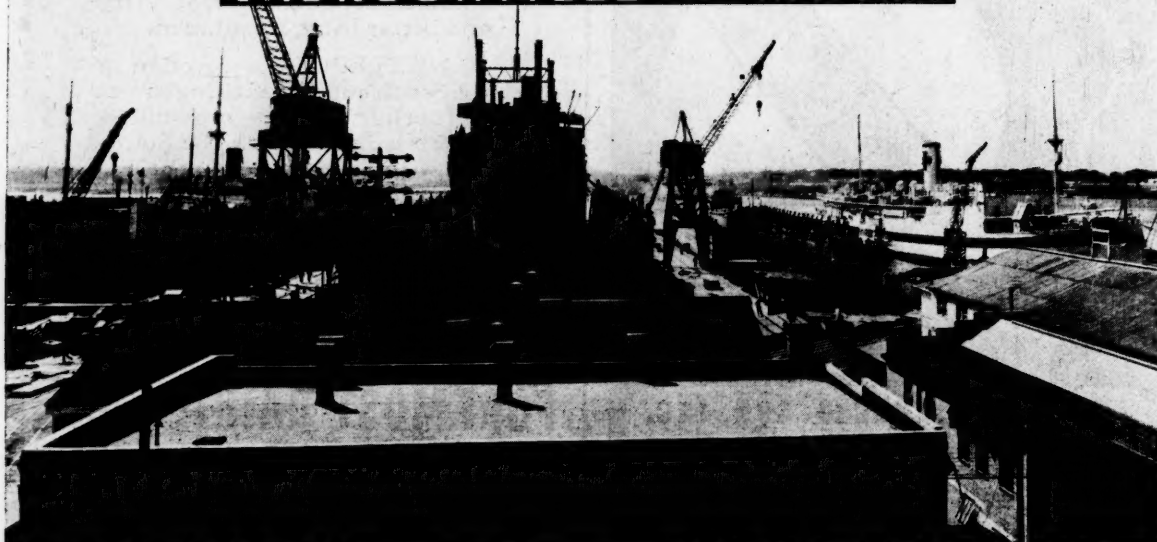
**One of the Biggest, Best Equipped Yards
on the South Atlantic Coast**

**MERRILL
DRY DOCK &**



**STEVENS
REPAIR CO.**

JACKSONVILLE ★ MIAMI



The Southern States Bag Company

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Conversion and repair of ships and yachts . . . Design and construction of commercial vessels and yachts, stock cruisers, runabouts and small craft . . . Two generations of experience in building fighting craft and vessels for peacetime use. Let us know your requirements.



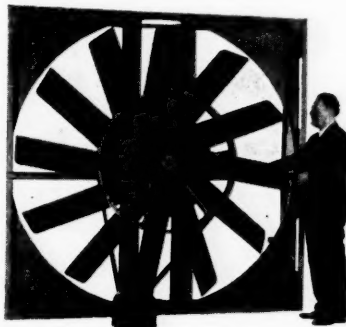
GIBBS

GIBBS GAS ENGINE COMPANY of FLORIDA
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EXHAUST FANS

**ONE OF FLORIDA'S
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Model 8-S Fan Above
8 feet in diameter—
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Florida's finest, proudest products
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TAKE COTTON FOR INSTANCE

ENTHUSIASTS of government planning profess to see in it a necessity for progress, a promise of near-utopia; challengers of presently-proposed ventures see in them nothing but prospect of disaster.

Nearly all arguments in favor of government planning project themselves into the future with frank disregard for all that might have gone before. They hew to the line that change is immutable; that extreme new diseases demand daring remedies; that the ends envisioned justify the means to be employed regardless of radical departures from traditional practices.

Preambles and introductory reports of bills in Congress, pending or proposed, are replete with the expression of this viewpoint. The Fair Employment Practices Act expresses its objectives, "to establish the principle that all men . . . are born with the right to freedom, to worship and work to safeguard their spiritual and economic welfare." Frank admission that the proposed law

might be a departure from previous practices is contained in the phrase "establish the principle," . . . a new principle, else no need for establishing. Its sister bill, the Full Employment Act, projects, in its early structure, the assertion that all men are born with the inherent right to a job, admittedly a bold divergence from traditional concept.

Development of the political technique used by advocates of planned economy, while seemingly revolutionary, is simply an extension of the trend observable in the marketing control acts enacted during the early thirties. Among these, for instance, the law that controlled the marketing of cotton had as its title: "Act to place industry on a sound basis, to prevent unfair competition, etc." The premises that American business rested upon an unsound basis and that competition might be unfair were as new then as the "Right-to-a-Job" formula is today.

Objectors to the planned economy proposals, composed mainly of executives of industry, farming and

finance, protest vigorously that the viewpoint of its champions is distorted; that principles are things already established and therefore need no establishing; that consideration of rights without accompanying responsibilities is like attempting to bolster the veins of the national lifeblood system with utter disregard for the arteries that constitute the primary cardiac channels; that free competition is not only fair but has enabled American business to achieve its soundest records in periods when there was no tampering.

In substantiation of their position they rely largely on figures and statistics, maintaining that the history of American progress furnishes a more dependable measuring stick than theories based upon presumption. Among figures cited in this connection are those pertaining to the cotton growing industry both before and after government control.

During five years, 1924-1929, average annual world consumption of cotton is given as 24,701,000 bales;

(Continued on page 176)



Organized for Service

● The part we are playing in the war effort has grown tremendously in the past four years. Producing both for war and essential industry, we have increased our output many times. To gain and maintain this production necessitated expansion—new machinery—new buildings and additional personnel.

This growth by Foley is planned with an eye to the future. Fully equipped for today's demands, we will be even better equipped for your peacetime needs. Your inquiries are invited on all phases of our business.

★ EXPORTERS

★ DISTRIBUTORS

★ WHOLESALE



TURPENTINE & ROSIN FACTORS INC.

Jacksonville • Savannah • Valdosta

NAVAL STORES FACTORS

DISTRIBUTORS

... and ...

WHOLESALE GROCERS

Gum Turpentine in Small Containers



Jacksonville, Florida

BOND-HOWELL LUMBER COMPANY

"Northeast Florida's Leading Lumber Dealers—for
over 32 years"

SUPPLIERS OF

QUALITY LUMBER — BUILDING
MATERIALS — BUILDERS
HARDWARE — PAINTS

F.H.A. LOANS & CONSTRUCTION FINANCING

YARDS

JACKSONVILLE	NEW SMYRNA BEACH
ST. AUGUSTINE	LAKE CITY
DAYTONA BEACH	LIVE OAK
ORLANDO (post-war)	

Executive Offices: JACKSONVILLE, FLORIDA

FLORIDA and JACKSONVILLE

"Gateways" to
The Future



Florida is the "gateway" to "the Americas." It is also the "gateway" to prosperity. Wartime needs have demonstrated Florida's industrial possibilities. Its great and practically untouched natural resources will be marshalled for peacetime production.

Jacksonville is the "gateway" to Florida. . . . Its great transportation and distribution center.

For 68 of Florida's 100 years as a state, we have watched Florida grow. We are proud of the part we have played in that growth and we are prepared to do our full share in the great development we foresee in the years to come.



THE BARNETT NATIONAL BANK OF JACKSONVILLE

"The Oldest National Bank on the Peninsula"

MEMBER FDIC

TAKE COTTON FOR INSTANCE

(Continued from page 174)

of this quantity the United States supplied 14,774,000 bales, 60.5 per cent.

During five years, 1935-1940, average annual world consumption was stepped up to 28,318,000 bales, a gain of 3,617,000 bales, while in contrast United States participation took a startling nose dive by supplying only 12,109,000 bales, 42.7 per cent of the total.

Upon striking a balance it is found that American cotton growing and marketing enterprise suffered, under political management, a loss of 7.8 per cent in its potentiality, supplying 2,665,000 fewer bales against an increased demand than it had before the planners took over the helm.

In addition it is pointed out that the year 1939 found the country saddled with the greatest carryover of cotton in its history; that prices were subnormal and cash income perilously low; that unemployment had increased at a staggering rate

between the end of the period of free enterprise and the outbreak of the war.

Both champions and challengers of government planning agree that American economy has arrived at a crossroads. One branch leads into the mystic realm of all-out political management; the other is the familiar highway the nation's industry has trod throughout its existence.

The big question the people of the United States must answer through their legislators is this: Can American welfare and standards, long the highest of all the world, be benefited by turning from its traditional course into an intriguing but obscure path; and what will become of individual freedom if it follows that path?

Miami Holds Lead As International Airport

With a total of 195,968 air shipments handled in 1944, Miami continues to be

the premier international airport office in the country, the Air Express Division of Railway Express reported recently.

Maintaining a steady increase in volume of business since 1940, the Florida airport showed a rise of 54.62 per cent over 1943 in shipments forwarded and 20.37 per cent over 1943 in shipments received. The percentage increase over 1940 in shipments forwarded was 179.01, and in shipments received, 121.00.

Of the shipments handled in Miami, 70.85 per cent were forwarded to foreign destinations while 29.15 per cent were imported.

75 Years of Service

The Asheville (N. C.) *Citizen* recently celebrated its 75th anniversary. Founded in February, 1870, when Asheville was a lonely mountain village of 1,500, the *Citizen* has seen the City grow into one of the nation's leading vacation resorts and a center of commerce for the western part of the State. Charles A. Webb, present head of the *Citizen*, has been owner for 26 years.

Johnson Salesmanager for Columbia Chemical in Chicago

W. I. Galliher, executive sales manager of the Columbia Chemical Division, Pittsburgh Plate Glass Co., has announced the appointment of Walter T. Johnson as district sales manager for the division in Chicago. Mr. Johnson received his chemical engineering training at the University of Minnesota and has been with the Columbia organization since 1930.

Eternal vigilance is the price of Liberty.—John Philpot Curran.

U. S. Phosphoric Products

Division TENNESSEE CORPORATION



MANUFACTURERS OF

47+ % Triple Superphosphate — 20+ % Superphosphate

Sodium Silicofluoride — Agricultural Insecticides



TAMPA, FLORIDA

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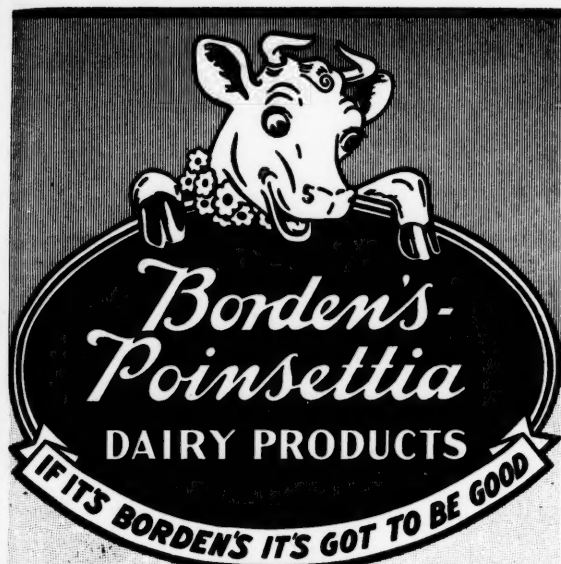
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Florida Plants Located at:
Tampa • St. Petersburg
Miami • Ocala • Orlando
Daytona Beach • Lakeland
Bradenton • Clearwater

A complete high-

way transportation system, serv-
ing Miami, the Everglades section
and the west coast of Florida.

Tamiami Trail Tours, Inc.

TAMPA 1, FLORIDA



A BEACHHEAD in BUSINESS

*NOT a
Reward,
but a
RIGHT*

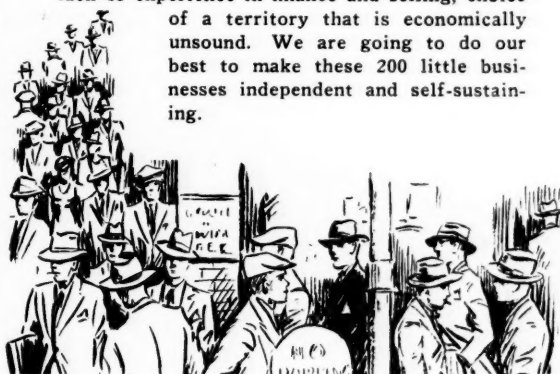


WHEN Johnny comes marching home, he will be looking for a job . . . for the economic freedom for which he fought so valiantly. Johnny will be looking for that "beachhead in business"—perhaps "a little business of his own." It will be his right, not his reward.

Looking forward to that day now, Bruce's Juices, pioneer Florida fruit processor, plans to provide 200 wholesale distributorships for returning veterans. These distributorships will, in turn, create five to ten times that many jobs for the distribution of Bruce's Juices five-cent individual-service cans.

But there are booby-traps in business just as there are on the battlefield. So Bruce's Juices is going to draw on the experience it gained through 20 years of building "a little business" to an organization with nationwide sales.

We are going to help Johnny by labeling such booby-traps in business as—insufficient capital, lack of experience in finance and selling, choice of a territory that is economically unsound. We are going to do our best to make these 200 little businesses independent and self-sustaining.



You see, after the parades are over and the cheering has died down, we are going to need Johnny. We are going to need his courage, his youth, his initiative, and his energy. Yes, more than he needs us.

Planning now for the day when Johnny comes marching home is a sound investment in the future for all of us.

PLANT and OFFICE • TAMPA, FLORIDA



BRUCE'S JUICES

Lower House Payments Urged by Producers' Council

TO expedite the resale of existing homes, The Producers' Council, national organization of manufacturers of building materials and equipment, recommended that the National Housing Act be revised to permit down payments on older homes to be as low as those on new dwellings and to authorize the FHA to extend as much loan insurance on existing dwellings as on new construction.

"The presumption that older houses offer a greater investment risk than new ones is not correct, provided there is a realistic valuation of the properties, provided the life of the mortgage is adjusted to the condition of the dwelling, and provided the same rules of eligibility are observed in making the loans," Irving W. Clark, Chairman of the Council's Residential Committee, explained.

"Eliminating the provisions of the Act which deny to older houses the same favorable financing terms as are available for new residential construction will help to maintain the value of existing properties, reduce investment risks, and make home ownership more attractive to many families.

"The fact that used homes often have been difficult to sell in the past has caused many families to refrain from buying a home for fear that they might suffer heavy losses in case it should become necessary to sell the property at a later date. The more favorable terms would offer a greater inducement to the family

which anticipates that it might have to move to another community or might wish to move to another neighborhood a few years after buying a home, or to the family which fears that temporary financial reverses might make it necessary to dispose of a dwelling.

"A ready market for existing houses is necessary to stimulate a greater demand for new residential construction and thus broaden the market for new homes. When home owners are able to sell their present homes more easily, they are freer to build newer, larger, or more modern residences to meet their changing needs and preferences. Their older homes then become available to other families which either cannot afford to purchase a new home of the necessary size or prefer to buy an older dwelling because of the neighborhood, the known quality it offers, or for other reasons."

Home Building Expands

Continued expansion of a home building program designed to relieve general congestion in war production centers is reported by Administrator John B. Blandford, Jr., of the National Housing Agency. Nearly 25,000 units have been authorized by NHA under this program, known as H-2 housing, in 111 communities where sufficient building labor was found to be available to carry out the construction without interfering with direct war employment.

Within the limitations imposed by war conditions, NHA is assisting returning war veterans unable to find suitable ac-

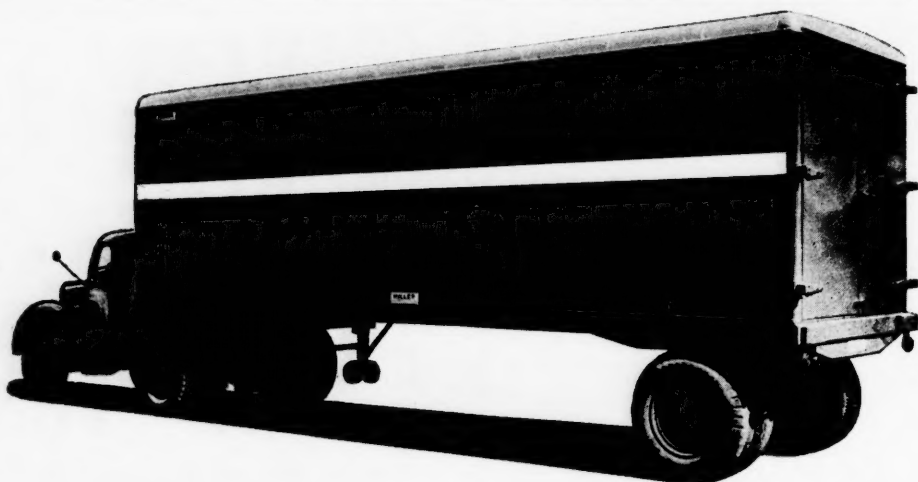
commodations for themselves and their families to build their own homes, Mr. Blandford said. More than 2,700 priorities for the construction of dwellings have been issued to former servicemen. In addition, more than 13,000 other priorities have been granted to relieve cases of individual hardships.

Burke Returns to Civil Life

E. L. Burke, for the past three years a captain in the Army of the United States, has opened offices at 210 Transportation Bldg., 122 E. 7th St., Los Angeles 14, Calif., where he will operate as E. L. Burke & Co. Captain Burke wishes to hear from those manufacturers interested in securing representation in Los Angeles, San Francisco, Seattle and Honolulu.

Reilly Issues Booklet Describing Protective Surface Coatings

A new booklet issued by Reilly Tar & Chemical Corp., Merchants Bank Building, Indianapolis 4, Ind., describes and illustrates typical applications of Reilly protective coatings for metal, brick, cement and wood surfaces, as well as Creosote paint for creosoted wood block floors, poles, guard rails and posts. The protective coatings are designed to combat the natural destructive forces such as corrosion. "This insidious destructive force," the company says, "is an ever present problem. Corrosive agencies wage constant warfare upon all exposed and unprotected steel or iron surfaces wherever they are found—above ground, under ground or under water. If corrosion is to be completely prevented—if its attack on metal is to be stopped before it has an opportunity to start—it is imperative that the steel be completely sealed against the agencies that seek to destroy it. These principal corrosive agencies are moisture, gaseous vapors, soil acids and alkalies, electrolysis, and the action of both fresh and salt water."



Miller Shops have been geared high for war. Trailers to meet the most rigid specifications of a rigorous war—where defects, as much as enemy bullets, mean lives—have been rolling from our factories in a never-ending stream. V-Day will bring little change. The trailers which have served our fight-

ing forces so well are but slight conversions from those which serve industry. Reconversion can and will be rapid, and the sirens will not long be stilled before great trailers to serve an industry at peace will be coming off our lines . . . in a never ending stream.

MILLER
BRADENTON—FLORIDA

MILLER TRAILERS, INC.
Manufacturers of Commercial and Special Trailers
BRADENTON, FLORIDA

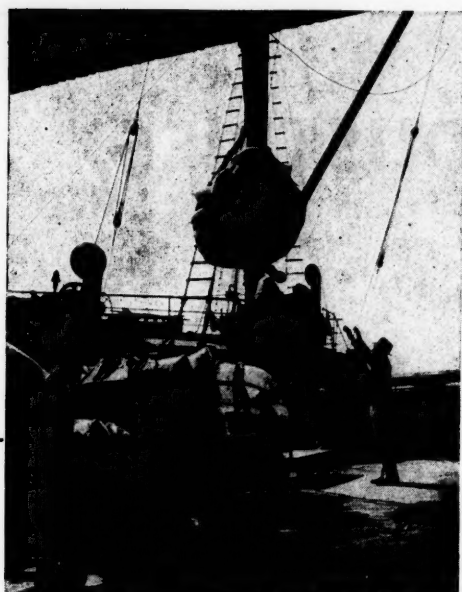
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UNLOADING SUGAR AT TAMPA

TAMPA STEVEDORING COMPANY

INCORPORATED

Established 1923

TAMPA 1, FLORIDA

AGENTS FOR VESSELS IN REGULAR TRADE BETWEEN
CUBAN PORTS AND TAMPA, FLORIDA

Any Time You Tarry in Tampa

... plan to stop at the Hotel Floridan.
Nineteen stories of modern, fireproof
construction. Comfortable. Conven-
ient. Open all year.

Centrally located in downtown
Tampa. 400 rooms, each with
bath, at rates from \$3.00 to
\$5.00, single; \$5.00 to
\$10.00, double. Garage
adjoining.

The CRYSTAL DINING ROOM

For pleasant dining. Delicious food. Atten-
tive service. Modest prices.

The SAPPHIRE ROOM

Tampa's smart rendezvous. For dancing and
cocktails.

James B. Pickard
Manager

Hotel Floridan
TAMPA • FLORIDA



TAMPA'S Postwar Purse is Bulging

Listed as one of the Nation's "high spot" cities, showing rapid wartime growth, plus best prospects of retention, Tampa, with a bulging postwar purse, is looking ahead with confidence.

Total Bank deposits in Tampa, Dec. 31, 1944, were \$140,052,743.75, as compared with \$103,108,641.87 for Dec. 30, 1943—or an increase of \$36,944,101.88.

Tampa commands a trade area containing more than one-third of the entire population of the State. This, coupled with excellent port facilities, gives Tampa the enviable advantage of a rich triple market: The home markets of Florida, steady the year-round and increased in peacetime during the winter visitor season; the markets of the United States, and, after the war, the fabulous markets of the other Americas.

Tampa's two oldest Banks, prepared for greater progress, and intimately associated with the growth and prosperity of this rich, expanding area, are ready with their resources, facilities and specialized knowledge to render able service to business, industry and agriculture.



**The Exchange National Bank
of Tampa**

**The First National Bank
of Tampa**

NEWPORT INDUSTRIES,

INCORPORATED

Manufacturers of

NAVAL STORES

PINE OIL

TERPENE CHEMICALS

PENSACOLA, FLORIDA

Other Plants at

BAY MINETTE, ALABAMA and
DeQUINCY, LOUISIANA

Sales Office

230 PARK AVENUE
NEW YORK, N. Y.

Weis-Fricker Mahogany Company

IMPORTERS AND MANUFACTURERS

GENUINE

Mahogany Logs and Lumber

PENSACOLA, FLORIDA



PENINSULAR-LURTON COMPANY

*Naval Stores Dealers and Exporters
Wholesale Grocers*

PENSACOLA, FLORIDA.

HARRY A. LURTON, *President*

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W. S. LURTON, *Secretary & Treasurer*

E. H. WILLIAMS, *Ass't Secretary*

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Inquiries Invited Regarding Our
**LANDLOCKED
DEEP WATER HARBOR**
and
PORT FACILITIES

11

**PORT AUTHORITY
CITY OF PENSACOLA, FLORIDA**

WM. S. ROSASCO, JR.,
Chairman
P. O. BOX 1270

CAPT. DOSS H. BERRY,
Traffic Manager
P. O. BOX 889

Better Paints Promised

BETTER paints, varnishes and other protective coatings for civilian use will follow the war, says a report to the American Chemical Society. Luminescent pigments, infrared reflective paints that lessen the effect of the sun's radiation, mildew-resistant paints, and new plastics in film form are some of the developments promised by the protective coating industry.

Luminescent pigments have been improved both in the brightness of fluorescence and length of phosphorescence, he explained. Such pigments may be used for phosphorescent markings in darkness, or be employed in inks, papers, fabrics, and plastics.

Infrared reflective paints, which are now used exclusively in camouflage work, will probably be used in limited quantities in the postwar period to mitigate the effect of solar radiations.

"The technical data developed in the manufacture of camouflage paints will be invaluable in the development of civilian paints," according to Joseph J. Mattiello, of Brooklyn, N. Y. authority. "Green paints can be made which will reflect approximately 50 per cent of the color radiation in the infrared range. Where color is unimportant, white paint will be employed to get maximum reflection.

"The efficiency of infrared reflecting paints depends upon a number of interdependent factors, such as heat capacity of the object, its thermal-resistance, the

heat dissipated by the wind and internal cooling, and the radiation of surrounding objects.

"Solid paints have been the dream of many a paint man. Some success has been achieved in this direction. The application of such paints requires much more efficiency than do solvent paints, for here must exist perfect teamwork between the sprayer and his many helpers who melt the solid paint, supply precise steam pressure and air pressure, and maintain temperature control within close tolerance throughout the system.

"Insofar as petroleum derivatives are concerned, several petroleum companies are giving more attention than heretofore to the development of chemical raw materials for the coating industry. It is not unlikely that the coating industry or its raw material suppliers may, in reverse, provide new chemical raw materials for other industries.

"Vinyl coatings for use on steel, concrete, and wooden tanks for holding gasoline or water show real promise.

"Flameproofing and fireproofing of paints and paint systems will probably take a definite trend in similar use after the war.

"Much has been learned in the formulation of mildew-resistant camouflage paints and other coatings, both clear and pigment, which have been used by our armed forces in this global war. Mildew-resistant varnishes and paints may be used regularly to a greater extent after the war.

"The application of solid or fluid plastics in film form opens a whole new field of materials that can be used as protective coatings," Mr. Mattiello declared. "These plastics are composed entirely of film-forming materials.

"Polyethylene resins have favorable electrical characteristics for use in electronic application. Polyethylene plastics are tough and have good impact resistance and extremely low moisture vapor transmission coefficient, and will absorb an unusually low percentage of water. Their chemical resistance is outstanding.

"Polyethylene is one of the lightest plastics, so light it will float in water. It remains usable at temperatures lower than minus 90 degrees Fahrenheit and is sufficiently rigid for use in temperatures up to 230 degrees. Polyethylene is colorless and translucent but can be prepared in colors.

"Polyethylene plastics can be flame-sprayed as protective coatings on metal surfaces with resulting films of good adhesion and in addition, exhibiting the good chemical and physical properties already given for these resins. Other suggested uses for these resins are for washers, gaskets, and other molded articles, films for coated fabrics and papers, collapsible tubes, tubings, filaments, etc."

New drying oils, resins, and pigments have been developed or improved by the protective coatings industry, which includes over 1,200 paint manufacturers and has annual sales of \$700,000,000, Dr. Mattiello said.



In South Florida—40 miles south of Miami, several thousand acres of rich muck and marl trucking lands.

Good drainage and good roads thru development. Excellent for winter tomatoes, string beans, strawberries, peppers, etc.

Priced at \$60.00 per acre in tracts of 40 acres or more.

Write owner—

MODEL LAND COMPANY

Flagler System

St. Augustine

Florida

VAN NESS MANUFACTURING CO.

NOT INCORPORATED

Engineered Production

★ ★ ★

FOUNDRY
MACHINE SHOP
WOODSHOP

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*Copper, Brass and
Aluminum Castings*

★ ★ ★

MIAMI, FLORIDA

JUST A *Whisper* FROM MIAMI'S THEATRE AND SHOPPING CENTER

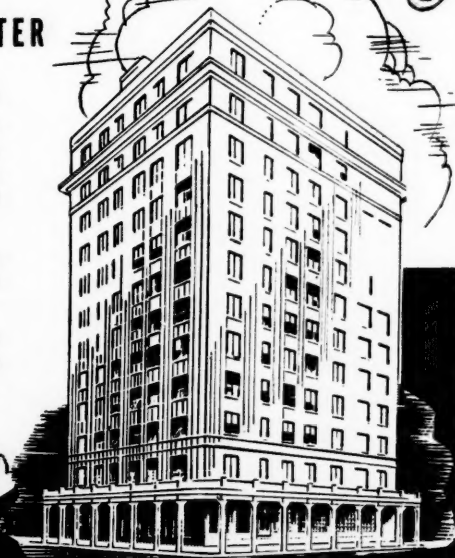
A tropical vacation under the rejuvenating health rays of Miami's magic sun will give you a new zest for living, for working, and carrying on your part of our great war effort. You might pay more . . . but it's hard to get more than you do at El Comodoro. Every room with private tub and shower, venetian blinds and smartly appointed.

Cozy Cocktail Lounge, cheery Dining Room with both a la carte and table d'hote service . . . 12th floor Banquet Room catering to individual parties.

Yes, every convenience and comfort the year 'round at sensible rates controlled by O. P. A. ceiling . . . plus a free parking lot, and as always, for rest assured in Miami it's . . .

EL COMODORO HOTEL

MIAMI • FLORIDA



Joe H. Adams, Manager

Palmer Urges Public Works

EDWARD P. PALMER, chairman of the construction and civic development department committee of the Chamber of Commerce of the United States, has presented seven recommendations regarding postwar public works construction to the house subcommittee of public works and construction, a part of the special committee on postwar economic policy and planning.

In normal times, Mr. Palmer pointed out, public works construction accounts for only one-third of the total volume of construction, the other two-thirds being privately financed. "Important as the contribution of public works has been and will be to the industry, and hence to the national economy," he stated, "it is evident that measures to encourage privately financed construction are even more important."

Looking at postwar expectations, Mr. Palmer estimated that, after urgent work necessarily postponed has been completed, public works construction cannot be expected to account for more than between three and one-half and five per cent of the total national income and employment. Expansion beyond these limits would, in his opinion, "lead to pyramid building for which older civilizations have been so universally condemned."

Briefly stated, Mr. Palmer's recommendations were as follows:

Sponsorship of various classes of public works by federal, state, and local gov-

ernments should be clarified. Recent stresses and pressures have blurred the division lines, which should be redrawn to establish the basic principle that the federal government will finance only those public works which lie within its jurisdiction or fields of direct responsibility. All other public works should be financed by state or local governments.

The federal tax structure should be revised so as not to hamper the ability of state and local governments to achieve financial independence.

Congressional scrutiny of federal public works projects should be broadened to include careful consideration of the overall budgetary picture, in order to assure better consideration of needs, costs, and the ability of the taxpayers to meet the bill.

Construction through competitive contracts should be more widely used to assure economy and clarify costs.

State and local governments should cooperate with the federal government in the advance planning of public works in order to be ready for the transition period when materials will be available and additional employment essential.

The federal government should collect and make available continuously current statistics on both public and private construction volume and employment as a practical first step towards stabilizing construction activity.

Private construction should be stimulated by revising tax policies to remove deterrents to expanding activity. Spe-

cifically, provision should be made for accelerated depreciation, deferred maintenance, postwar reserves for reconversion construction and planning, and liberalization of the provisions for averaging net operating losses over a period of years.

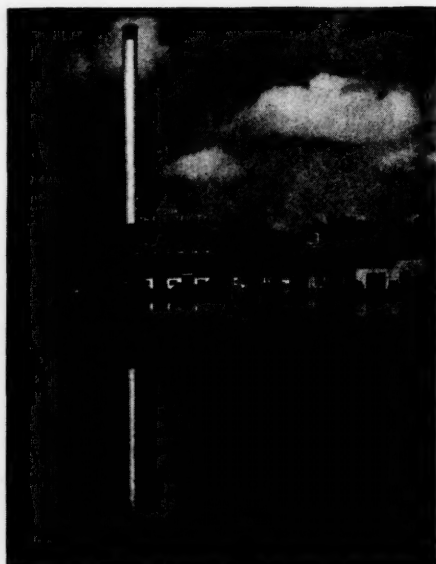
Climax High Frequency Heater

Climax Engineering Co., Clinton, Iowa, manufacturers of gas, gasoline and Diesel engines and generating sets, have entered the electronics field by announcing a high frequency heater to provide quick, efficient, localized heat for surface hardening, annealing and brazing. Adaptable for the food industry with proved applications in such operations as sterilization, pasteurization, deactivation of enzymes, cooking and heating, baking, destruction of infestation and packaging and sealing, the heater may be applied to all non-metallic materials, according to the manufacturer. Actual production awaits WPB approval and the company expects to produce 12 models of standard electronic heaters, a division being established for their manufacture, engineering, distribution and sales.

Shipping Weight Saved

Large, irregular sized floodlights have been successfully packed and shipped in wire-bound boxes, reports General Box Co., of Chicago. These floodlights, needed for the illumination of landing fields, presented a difficult packing problem due to their odd shape. Hence the wirebound box used was designed to hold them compactly in order to save vital shipping space and weight. In order to hold the 118-pound floodlight steady, two special measures were taken. First, braces cushioned with Kim-pak, were set around the top. The ends of these braces were so fixed as to catch and hold to intermediate cleats when the container was closed. Secondly, a cradle also cushioned with Kim-pak was used at the base of the box. In this manner, the floodlight down during transit.

LAKELAND *Invites* YOU



THE City of Lakeland extends a cordial invitation to business and industrial firms to consider this city as the location for branch factories, light industries, distributing plants, and other business enterprises.

Lakeland owns its own electric plant and offers ample power at reasonable rates to business and industry.

May we suggest that before you decide the location for your factory or business in Florida, you investigate the advantages and attractions of Lakeland in Florida's rich and progressive central section.

LIGHT & WATER DEPARTMENT

**CITY OF LAKELAND
FLORIDA**

A city of more than 25,000 population—the largest city and business center of Imperial Polk County, Florida's outstanding citrus producing area. Beautiful homes, fine schools—the location of Southern College—a good place to live or make a living.

Investigate SANFORD

INDUSTRIAL CENTER OF INLAND FLORIDA

★ Sanford, County Seat of prosperous Seminole County, promises to become the industrial and commercial center of a large area of inland Florida.

★ Sanford is at the head of navigation on the mighty St. Johns River. The present channel, providing water transportation to the Atlantic Ocean, now provides 8 feet of water, but Congress has already approved an increase to 10 feet, and the depth probably will be increased to 12 feet.

★ Sanford is developing a junction of river, rail, and highway transportation with a modern terminal to serve all central Florida. Water rates will affect transportation charges.

★ More than a half million people are in the trading area of Sanford and will be served by the improvements now projected for this St. Johns River terminal.

★ For further information about Sanford and Seminole County, write Edward Higgins, Manager.

SEMINOLE COUNTY

Chamber of Commerce

SANFORD

FLORIDA

G. B. AYCRIFF, *President* E. S. HORTON, *Mgr.*

WINTER HAVEN

CITRUS GROWERS ASSOCIATION

Capidome Brands

WINTER HAVEN, FLORIDA

Affiliated with Florida Citrus Exchange.

OCALA

and Marion County, Florida

• Offer You These • Industrial Advantages

Heart of Florida's famed scenic region of great natural wonders, Ocala and Marion County also offer exceptional industrial and agricultural opportunities.

Recognition of these potentialities has brought rapid development within recent years. If you are seeking an industrial or business location of great promise in a region where living is delightful throughout the year, investigate Ocala and Marion County, Florida.

CHECK THESE POINTS

1. Rail, highway and air facilities.
2. Ample, reasonable electric power.
3. Minerals: lime rock, phosphate, clays, chert, fullers earth.
4. Citrus fruits, vegetables, livestock, dairying and poultry.
5. Mineral water.
6. Native labor supply.
7. City and county governments favorable toward industry.
8. Homestead exemption up to \$5,000.
9. Low tax rate.
10. Cattle ranches and pure bred stock farms.
11. Timber in the Ocala territory.
12. Favorable climatic conditions.
13. Supervised recreation program.
14. Abundant outdoor life—hunting and fishing.
15. Exceptionally good churches, library, hospital and schools.

For detailed information or individual surveys concerning special opportunities for you in Ocala and Marion County, Florida, write:

HORACE Y. SMITH, Secretary
MARION COUNTY CHAMBER OF COMMERCE
202 E. OCKLAWAHA AVE.
Ocala, Florida

FLORIDA'S SUPERIOR CITRUS PRODUCTS

Throughout every area where our service men are in action and in the homes of America's war production workers . . . there you will find Florida's nutritious, energy-building citrus products doing their unflinching and important part in helping to win our final battles.

Florida Fruit Canners are proud of their privilege to keep a steady flow of

SILVER NIP Grapefruit Juice and GOLDEN NIP Orange Juice

on its way to our Armed Forces wherever they may be.

When Victory is completely won Silver Nip Grapefruit Juice, Golden Nip Orange Juice and our other equally fine citrus products will again be available for new thousands who will make these definitely superior tree-ripened fruit juices their constant choice for incomparable deliciousness and matchless quality.



FLORIDA FRUIT CANNERS

Division of L. Maxcy, Inc.
FROSTPROOF, FLORIDA

Silver Nip

SILVER SLICE

Golden Nip

Golden Slice

CITRASALAD

Pomcrang

Vita-Nip

If the service FARMER COOPERATIVES now perform for American Agriculture is hindered, hampered and burdened as some now propose, it will be a severe blow to the American Farmer.

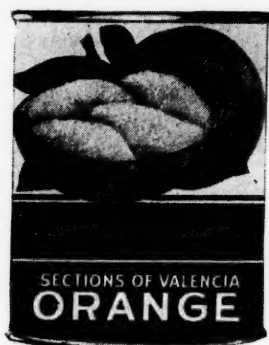
Properly understood and practiced, the COOPERATIVE MOVEMENT may be the one practical alternative to Big Government, which, after all, is the real threat to *Private Enterprise*.

It is time we made fuller and more intelligent use of this alternative.

FLORIDA CITRUS CANNERS COOPERATIVE

LAKE WALES, FLORIDA

THE HOME OF DONALD DUCK CITRUS JUICES.



FLORIDAGOLD

CITRUS CORPORATION

*Canned
Citrus Products*

LAKE ALFRED, FLORIDA

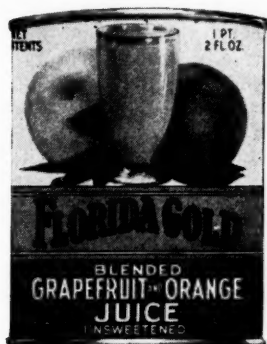


CANNERIES

DUNDEE, FLORIDA

EAGLE LAKE, FLORIDA

LAKE ALFRED, FLORIDA



CITRUS GROVES

POLK COUNTY, FLA.

BREVARD COUNTY, FLA.

Regardless of some opinions to the contrary:

FARMER COOPERATIVES play an important role in a competitive economy.

Recent developments suggest the need of greater enlightenment and a better understanding of the self-help aspects presented by the Cooperative Movement, which may prove to be the greatest safeguard to a free economy and the *Private Enterprise System*.

WAVERLY GROWERS COOPERATIVE

WAVERLY, FLORIDA

Producers and packers of quality citrus fruits.

Post-War Farm Surplus

(Continued from page 127)

purposes are soybeans, peanuts, sweet potatoes, sorghum, and cotton.

It is already known that soybeans and peanuts offer almost endless fields for new industrial uses; that sweet potatoes far surpass presently-used grains in the production of industrial alcohol; that cornstalks, corn cobs, cotton linters, sorghum and sugar-mill by-products may be dissolved into cellulose, the base for a myriad of synthetics and plastics, including rayon.

Cottonseed oil stands out as a challenger of the supremacy of palm and olive oils in soap manufacture. Even from tobacco, traditionally believed to hold out nothing but deleterious effects from its use, there has been derived a new medicinal agent, rutin, which holds high curative potency for ailments in which hemorrhage is indicated. Plastics resembling rubber in pliability are derivable from the carbohydrates of sugar juices, milk, molasses and corn starch.

Wood pulp, by no means over-

looked as an instrumentality for adjusting Southern agriculture to the basic principles of supply and demand, is far from the peak of its potentialities. Its development as a crop is still in its infancy, beckoning to the farmer to make use of it for acreage that is submarginal for plant-crop growth. Besides the major known uses of southern pine in the production of such products as paper, cellulose and alcohol, hints are already being given by laboratories of vast fields yet unexplored. Sponges, insulation materials, even feedstuffs, are among the diverse and startling results of pulpwood research.

These advances of the past are not unknown to southern farmers. Recognized also are the possibilities of the fabulous discoveries yet to come, possibilities that await only the release of scientists from the grim objectives of war to turn the piercing eyes of their microscopes and the magic of their test tubes to the job of satisfying the ever increasing demand of mankind for more and better products from nature's bountiful store.

The challenge to the southern farmer lies not in the need for enlightenment but in the application of known facts to his business. His business is not widely different from that of the industrialist. Both have the problems of manpower, economy of production and control of inventories. Instead of growing his inventories the industrialist either manufactures them or buys them. But always he must have foresight into the future that answers the question: Will there be a demand for this supply that is being created? The farmer, too, must ask and answer that question. In addition to the advancement acquired in technology, he must, if he would be free, become a student of new products, a careful appraiser of inventories, both his own and those of the world, and a shrewd judge of changing consumer preference.

Along with these attainments he will need courage to act promptly upon the convictions dictated by the things he learns, the courage to switch when necessary from traditional crop routines that may have

(Continued on page 199)

FORT MYERS and LEE COUNTY

Where Life is Pleasant and Opportunities are Plentiful



Fort Myers, known as the "City of Palms" and "Florida's Most Tropical City," is the County Seat and chief business center of beautiful and resourceful Lee County, which includes the mainland and islands at the mouth of the broad Caloosahatchee River where it meets the Gulf of Mexico.

This region, favored by nature as one of the most pleasant and healthful year-round climates in the United States, is destined to become an area of increasing popularity and progress in the years ahead. More and more people are discovering Fort Myers and Lee County not only as an ideal location for a winter vacation or a year-round home, but also as a place full of opportunity for the farmer, businessman, and industrialist.

Located at the mouth of the Caloosahatchee River, Fort Myers will become increasingly important as the entrance to Florida's already existing cross-state waterway. Because of the rich resources in lumber, farm products, fisheries, etc., this area offers a great diversity of opportunities for new businesses and industries.

Before you locate your home, your farm, or your business in Florida, it will pay you to investigate Fort Myers and Lee County. Let us send you our illustrated booklets and special information. Address W. B. Seabrook, Manager—

LEE COUNTY CHAMBER OF COMMERCE

FORT MYERS, FLORIDA

FLORIDA EAST COAST HOTEL COMPANY

**Owners And Operators Of
Florida's Finest Resort Hotels**

THE BREAKERS

Palm Beach

PONCE DE LEON

St. Augustine

HOTEL ORMOND

Ormond Beach

CASA MARINA

Key West

OPEN ONLY DURING WINTER SEASON



SARASOTA, FLORIDA *Enchanting* **ST. ARMANDS KEY**

The loveliest spot on the west coast near one of the three finest beaches in the world. Prewar prices for 300 villa plots of 5000 sq. ft. and more; all on, or within a step of, the water. From \$1000 to \$2680. Only 5 minutes from the business section, and beautiful Lido Casino and Beach. St. Armands Key is fully developed and has water, police, fire, garbage collection service, boulevard streets and all civic improvements.

Local Representative: Gill-McCulley, Inc.
212 Main Street, Sarasota, Florida

PREVIEWS INCORPORATED

The National Real Estate Clearing House
49 East 53rd St., N.Y. 22, N.Y. • PL 8-2630
Boston • Philadelphia • Los Angeles

REAL ESTATE OPPORTUNITIES *in the* **FT. MYERS AREA**

For many years the K. L. Jeffcott Realty Company has specialized in the better type of properties in the tropical Ft. Myers and Lee County region of the lower Gulf Coast of Florida. In this area, which is rapidly developing into one of the most active and productive sections of the State, we have listings of a wide variety of property including large tracts of acreage, producing farms and groves, business properties, and a fine selection of homes and home sites.

One of our recent developments is known as "South Florida Farms," a subdivision of 10-acre tracts of good farming land, fronting on a paved road, with all the advantages and facilities that could be wished for in a Florida farm home location.

Ft. Myers and Lee County offer a remarkable combination of good climate, good land, progressive community life, fine fishing, hunting, swimming, and healthful outdoor living—in short, all of the advantages and attractions for which you have longed. If you are interested in investing in property in Ft. Myers area, write us for information.

K. L. JEFFCOTT REALTY COMPANY
FT. MYERS, FLORIDA

Production Facilities for — Post-War Precision-Made Products



Maddox Foundry & Machine Works - - Archer, Fla.

For the past three years, in addition to our regular work producing mining and dredging machinery, pumps, sawmill and veneer packaging machinery and storage tanks for liquid petroleum gas, we have operated as a War Department prime contractor producing 60-mm. and 81-mm. trench mortar shells.

After the war, the facilities and "know how" of this shell manufacturing plant will be available to new and former customers who need production facilities for precision-made products.

We will be glad to discuss your present and post-war requirements.

MADDOX FOUNDRY & MACHINE WORKS, INC.

H. Maddox, President

Chase Maddox, Sec.-Treas.

Phone 2481

ARCHER, FLA.

Est. 1905

PRODUCERS OF

Mining Machinery for:

Limerock
Hardrock
Phosphate
Heavy Gravity Minerals

Machinery for:

Sawmills
Veneer Packaging
Sugar Grinding
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Repairs for all types of machinery.

Centrifugal Pumps

Storage Tanks for L-P Gas

Complete Pattern-Making
Gray Iron & Brass Foundry

Structural and Machining Facilities

Gear Cutting
Boiler-Making

Southern Industrial Expansion in May

(Continued from page 130)

Basen Steel Works, 3118 Harrisburg, at a cost of \$47,000.

HOUSTON—Warehouse—J. E. Bush of Viking Supply Co., acquired tracts for \$200,000 factory and warehouse.

HOUSTON—Expansion — Otis Massey is planning construction of addition to warehouse.

HOUSTON—Rice Plant — Southern Warehouse Corp. erecting \$250,000 rice-drying plant on Japhet St.

HOUSTON—Tunnel — Harris County Commissioners Court adopted recommendation for construction of Ship Channel tunnels near La-Porte; estimated cost \$10,000,000.

HOUSTON—Plant, Etc.—Texas Bolt & Supply Co., Ltd., plans construction of one-story brick and tile plant and warehouse.

HOUSTON—Dredging—Contract is let for dredging ship channel, turning basin and basin (Manchester Terminal Corp.).

McALLEN—Plant — Contract let for construction of plant building; approximately \$50,000; Bredo Christensen, 2422 Highway, McAllen, owner.

MISSION—Remodeling — Mission Fruit & Vegetable Co. plans remodeling packing plant.

MONTE ALTO—Packing Plant—Mid-Valley Cooperative Canning Co., Sam Taylor, Mgr., let contract for packing and processing plant.

NEW BRAUNFELS—Improvements—Beavers & Lodal, Const. Engrs., 1408 Transit Tower, San Antonio, received bids for improvements to electric distribution system for New Braunfels Utilities.

ODESSA—Plant—Contract let for plant facilities at Carbon Black Plant; preliminary commitment of \$5,000.

ORANGE—Nylon Salt Plant—E. I. duPont de Nemours Co., Inc., Du Pont Building, Wilmington, Del., will construct nylon salt plant; cost approximately \$22,000,000.

PERRYTON—Electric Lines—North Plains Electric Cooperative, Perryton, has REA funds for construction of rural electric line extensions to cost approximately \$50,000.

PORT ARTHUR—Alterations—A. L. Hays, Port Arthur, has contract at \$4,333 for alterations and repairs to News Building; Port Arthur News, owners.

Extension — Midwest Electric Cooperative, Inc., Roby, let contract for 2 miles of line and conversion of 1 mile.

SAN ANTONIO—Plant—Fine-Silver Manufacturing Co. erecting addition to plant.

VICTORIA—Rural Line—Victoria County Electric Cooperative has \$10,000 REA allotment.

VIRGINIA

MARTINSVILLE—Plant—E. I. duPont de Nemours and Co., Wilmington, Del., begin work immediately on additional shipping and storage facilities at the nylon plant; estimated cost \$400,000.

NORFOLK—Plant—Contract is let for turntables and water treatment plant for Virginian Railway.

RADFORD—Plant—American Viscose Corp. has acquired site at Radford for new plant for the production of viscose process rayon staple fiber.

SEWELLS POINT—Office Building — Virginian Railway Co., A. M. Traugott, Chief Engineer, received bids for yard office building.

WAYNESBORO—Plant — Virginia Tractor Company of Richmond, purchased site, near Main Street, for erection of building, containing show room.

Seaboard Air Line Railway has ordered 14 passenger Diesel locomotives from Electro-Motive Corp.; Missouri Pacific Railroad has ordered 50 70-ton covered hopper cars and Texas & Pacific Railway Co. has ordered a like amount from American Car and Foundry Co.; cars will be built at the ACF, Madison, Illinois.

"Eternal Vigilance is the Price of Liberty."—John Philpot Curran.

MANUFACTURERS RECORD FOR

PORT EVERGLADES • FLORIDA

INDUSTRIES interested in the location of manufacturing, assembly, or distribution facilities in the South or in Florida for trade with countries in the Caribbean area and South America should give full consideration to

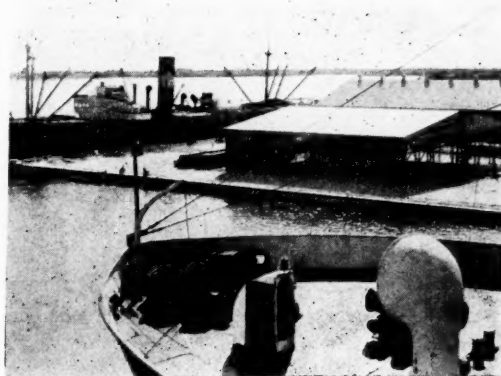
PORT EVERGLADES

with its deep-water, modern facilities, railroad and highway connection, and the natural advantages available to industry in South Florida, a distinct advantage is offered by

PORT EVERGLADES

Industrialists and Manufacturers interested in locating in South Florida are invited to write to or confer with the BROWARD COUNTY PORT AUTHORITY, R. T. Spangler, Port Manager, Port Everglades Station, Fort Lauderdale, Florida.

*Port Everglades, Florida
The South Atlantic's and
Florida's Deepest Harbor
35-Feet at Mean Low Tide*



THE PORT EVERGLADES TERMINAL CO.

CONTRACTING STEVEDORES • WEIGHERS
STEAMSHIP AGENTS • SAMPLERS
FREIGHT HANDLERS
FORWARDERS • HEAVY LIFT EQUIPMENT
HEAVY CONSTRUCTION MATERIAL

*Associated with Reedy Forwarding Company,
Customs Brokers*

★ ★ ★

THE PORT EVERGLADES REFRIGERATING CO.

**210,000 Cubic Feet Coldstorage and Pre-Cooling Space
On Railroad Trackage and Deepwater**

Ft. Lauderdale
3146-7-8

DEDICATED TO THE SERVICE
OF SOUTH FLORIDA PATRONS

Miami
3-2811

P. O. Box 1461, Fort Lauderdale, Fla.
PORT EVERGLADES Cable POTERM

PORT OPERATING CORP. OF FLORIDA

STEVEDORES
and
TERMINAL OPERATORS



Associated with:

**ROGER H. McVEIGH,
STEAMSHIP AGENCY**

P. O. Box 32
Port Everglades Station
Fort Lauderdale, Florida

PHONE: FORT LAUDERDALE 9

Contracts up this Year

(Continued from page 128)

Nylon plant addition, Martinsville, Va., \$400,000;

Cold storage plant, Winston-Salem, N. C., \$400,000;

Harvester plant, Memphis, Tenn., several million dollars;

Factory building, Dallas, Texas, \$2,000,000;

Tire cord plant facilities, Front Royal, Va., and Parkersburg, W. Va., several million dollars;

Rayon fibre plant, Radford, Va.;

Factory, warehouse, Houston, Texas, \$200,000;

Warehouse, Americus, Ga., \$108,000;

Rice plant, Jonesboro, Ark., \$300,000;

Warehouse, St. Louis, Mo., \$1,000,000;

Manufacturing plant, St. Louis, Mo., \$250,000;

Plant buildings, Houston, Texas, \$500,000;

Electric generating plant, Rose City, Ark., \$3,000,000;

Pier, Baltimore, Md., \$1,237,000, also gypsum plant, several millions;

Cooperage plant, St. Louis, Mo., \$100,000;

Rayon plant equipment, \$380,000, Elizabethton, Tenn.;

Warehouse addition, Houston, Texas, \$100,000;

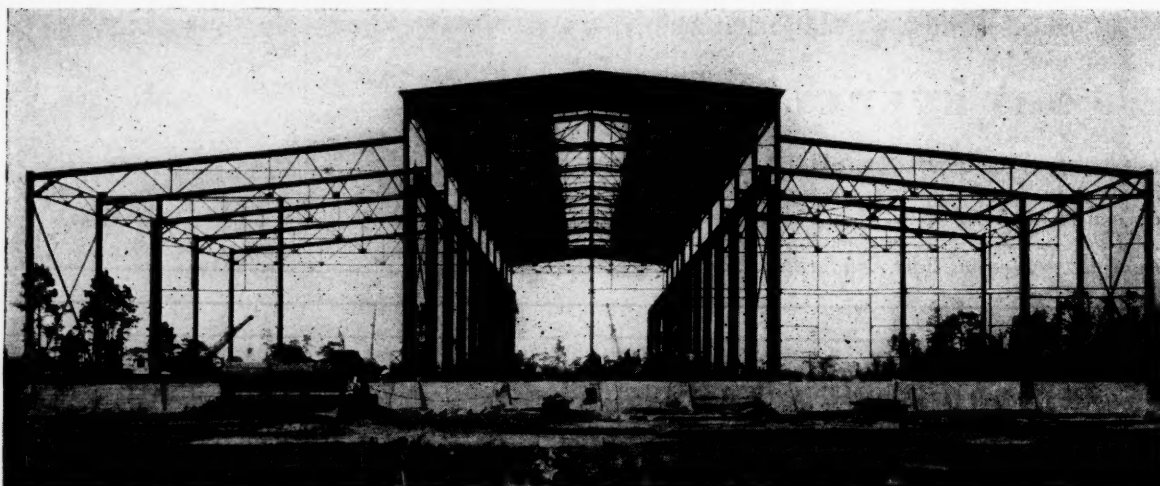
Fibre plant, Belle Glade, Fla., \$250,000.

The Department of Labor last month made the prediction that the construction volume for the country in the first year after Japan's defeat would be \$7,900,000,000, increasing progressively to twelve billion dollars in the fourth and fifth years. About five billion of the first year figure would be for maintenance and repairs, work that is expected to decrease to four billion dollars by the fourth and fifth years.

"Almost three-quarters of the new construction program will be privately financed," the announcement said, "and about half of the private construction activity will be residential, mainly detached houses for sale. Average annual expenditures for private residential building is estimated at \$3,200,000,000 for new buildings plus \$750,000,000 for additions, alterations and modernization work.

"Commercial building is expected to average \$1,200,000,000 per year with a peak of \$1,350,000,000, very close to the highest annual volume previously reported for this classification." The statement further predicted an average volume of \$700,000,000 industrial construction and over \$1,100,000,000 in utility construction, with public construction averaging \$3,000,000,000 per year, the largest item in which will be \$1,300,000,000 per year in highway construction.

(Continued on page 194)



A MAY 3, 1945 CONSTRUCTION VIEW OF ANOTHER "AMERICAN" WAR PRODUCTION UNIT — A HUGE PLANT TO PRODUCE AERIAL BOMBS . . . MANY ESSENTIAL INSTRUMENTS OF WAR RANGING FROM VALVE FITTINGS TO TUG BOATS ARE BEING MANUFACTURED BY "AMERICAN" . . . WHEN V-J PEACE COMES OUR ENLARGED FACILITIES AND OUR ADDED PERSONNEL WILL ENABLE US TO SERVE YOU BETTER THAN EVER BEFORE.

American Machinery Corporation



ORLANDO • FLORIDA • USA

GROWING *with* ST. PETERSBURG

The Union Trust Company, the first and oldest financial institution in St. Petersburg, has had as its aim since its establishment the desire to be first in service to the citizens and business people of the Sunshine City.

This institution, owned and managed by local people, offers a complete and well-balanced banking and trust service to meet the widely varying needs of this dynamic community.



St. Petersburg is one of America's fastest growing cities, primarily because it gives people what they want in climate, entertainment, accommodations, and

hospitality. The Union Trust Company has grown with St. Petersburg because it, too, has given its customers the services they require plus a spirit of friendly helpfulness.

UNION TRUST COMPANY

TOTAL RESOURCES OVER \$23,000,000

ST. PETERSBURG, FLORIDA

Members Federal Reserve System

Members Federal Deposit Insurance Company

**AN INSTITUTION OF INSURANCE
AND FINANCE THAT SERVES
THE SOUTH . . .**



An "Old Line" Company

Nearly Two Decades of Progress

**Complete Service
in One Company**

Fire and all allied lines—All Forms Casualty Insurance
Fidelity and Surety Bonds

AMERICAN FIRE AND CASUALTY COMPANY

WALTER L. HAYS, President

Nation-wide Claim Service

HOME OFFICE

ORLANDO, FLORIDA

For FLORIDA--

FRESH CITRUS FRUITS
CANNED CITRUS JUICES AND BLENDS
CANNED GRAPEFRUIT SECTIONS
SPECIAL GIFT AND EXPRESS BOX SHIPMENTS
CITRUS MOLASSES
CITRUS STOCK FEED
OTHER CITRUS PRODUCTS AND BY-PRODUCTS

WINTER HAVEN IS THE CENTER

Winter Haven Chamber of Commerce
101 - 6th Street, N. W.

Winter Haven — Polk County — Florida

"CITRUS CAPITAL OF THE WORLD"

Oranges — Grapefruit — Tangerines — Temples — Limes
Everything Citrus

P. S.—Be sure and see Cypress Gardens and Bok Tower when here on any business. Bring your camera, fishing tackle, golf clubs and swim suits.

HAV-A-TAMPA CIGARS



HAVATAMPA CIGAR COMPANY
TAMPA, FLORIDA

Contracts Up This Year

(Continued from page 192)

A five-fold increase in construction activity is expected to result from the decision of the War Production Board to raise the dollar limitations on home, factory and business projects. The ban on grading, ditch digging and similar earth moving operations was lifted as the preliminary step toward further relaxation. Some projects have already been placed under contract in anticipation of the order. No guarantee that materials would be available was given.

A list of the types of buildings and cost limits now authorized is:

1. 1-family house or farmhouse, \$1,000; 2-family house, \$2,000; 3-family house, \$3,000; 4-family house, \$4,000; and 5-family house, \$5,000.
2. Barns, farm construction, \$1,000.
3. Irrigation or drainage system, \$1,000.
4. Hotel, apartment for 6 or more families, \$5,000.
5. Store, restaurant, theatre, bank, office, laundry, garage, warehouse, service establishments including a frozen-food locker plant, \$5,000.
6. Church, hospital, school, college, USO club, public playground, public building, charitable building, post exchange, canal, storm sewer, dam levee, jetty or retaining wall, \$10,000.
7. Factory, lumber camp, bridges, tunnel, dock, pier, airport, bus or truck terminal, railway building, research laboratory or pilot plant, \$25,000.
8. Any other kind of project, \$1,000; this class previously was limited to \$200.

Southerners Marry Young

People in the South marry relatively younger than in other sections of the country, according to a special report issued by the Bureau of the Census.

Median age for marriage of men in the South is given as 23.3 years; of women, 20.7 years. For other sections the report shows: Northeastern states, 25.7 for men; 22.5 for women; North Central states, 24.5 and 21.8; West, 24.1 and 21.7; for entire nation, 24.3 and 21.8.

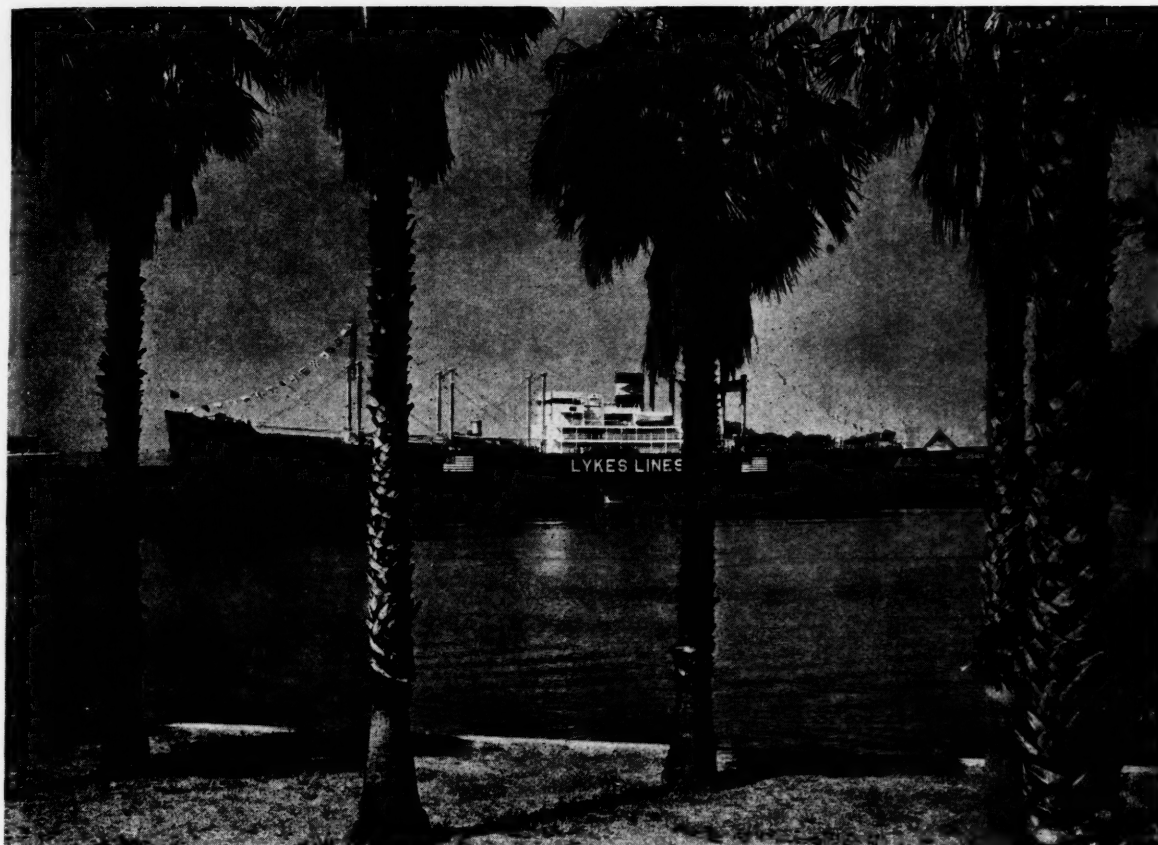
No explanation is offered for the differences discovered but an interesting sidelight is seen in a section of the report that states: "... men living on farms in rural areas tend to marry later than those in other areas ... Young men who remain on farms are, on the average, in a poorer position financially to get married."

If true, the conclusion is a tribute to improving financial conditions of young Southern farmers who are disclosed as marrying at an earlier age than any group of other sections. Small town and village Southerners are shown to marry at a still lower median age. Marrying age for Southern farmers centers around 23.4 years; that of Southern villagers, 23 years. Southerners in urban communities marry at the same age as those on farms.

The special report of the Bureau further reveals that population of the nation increased 7,286,000 between April 1, 1940 and January 1, 1945, bringing the total for the country to 138,955,469, a gain of 5.5 per cent for the nearly five-year span. This increase is almost four-fifths that of the entire 10-year period, 1930-1940.

LYKES LINES

Operating American Flag Steamers



Lykes Africa Line
Lykes West Indies Line

Lykes Continent Line
Lykes Mediterranean Line

Lykes U. K. Line
Lykes Orient Line

With better and faster ships, manned by experienced officers and crews, and an efficient land personnel, Lykes will again offer to shippers modern ocean transportation line services under the American Flag, reaching many of the world's leading ports.

LYKES BROS. STEAMSHIP CO., Inc.
NEW ORLEANS, LA.

NEW YORK

TAMPA

MOBILE

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LAKE CHARLES

Tampa Caribbean Freight Lines

HUMPHREY & MacGREGOR

LICENSED CUSTOMHOUSE BROKERS

Import, Export and General Forwarding Agents

Tampa 1, Florida, U. S. A.

**M and M DREDGING
& CONSTRUCTION CO.**

812 POSTAL BUILDING

MIAMI, FLA.

*Preparing the way for
South Florida Development*



*For the Executive who Likes to Fish, Sail, Hunt,
Play Golf or Own an Orange Grove,*

SARASOTA

IS THE IDEAL CITY TO MAKE YOUR HOME!

Sarasota offers every advantage to be found in any community in this great state, plus many additional advantages.

Winter home of Ringling Bros. and Barnum & Bailey Circus; Swimming, Bathing, Boating—Lido Beach and Sarasota Beach are the most beautiful in America. White sand, hard packed, with long stretch for motoring.

Easily accessible over Atlantic Coast Lines, Seaboard Air Lines, Tamiami Trailway buses, (tickets interchangeable with rail-ways), and National Air Lines.

SARASOTA INVITES INDUSTRIES

Its location, natural resources, high type of labor, strategic location and other advantages assure you of success. Write for further details.

**SARASOTA CHAMBER OF COMMERCE
SARASOTA, FLORIDA**

Winter Quarters of Ringling Bros. and Barnum & Bailey Circus.

Texas Silk Culture

(Continued from page 123)

as spun silk. The cocoons are immersed in warm water to dissolve the binding gum for the reeling process. Where a two-thread silk is desired the reels are unwinding two cocoons at once. If one of the strands breaks it is essential that the break be discovered instantly to prevent a weak place in the thread. Japanese hand-winding is only 75 to 85 per cent perfect on this score, whereas the automatic "electric-eye" machine at Mineral Wells is said to be more than 95 per cent perfect.

This reeling machine, according to the operators is the key to the success of the silk industry in America. It is to the silk industry what the cotton gin is to the cotton industry. It eliminates the slow hand methods which could only be performed profitably by the cheap labor of the Orient. The successful production of cocoons in this country has been demonstrated many times in the past, but they were not marketable until reeled.

On the day of this visit Mr. Mims was extended an invitation to address the Texas state legislature on "Texas Silk Culture." Three other national magazines have had staff-writers view the industry, and two motion picture concerns have engaged to make pictures after June 1st when the mulberry trees are in full leaf.

"Yet," said Mr. Mims, "we have sought no publicity whatever. We have nothing to promote, nothing to sell."

"We are enthusiastic over this program," he continued, "because of

(Continued on page 199)

B. B. McCORMICK AND SONS

—Incorporated—

Transit-Mixed Concrete

Bulkheading

Grading

**GENERAL
CONTRACTORS**

JACKSONVILLE BEACH, FLA.

Road Construction

Marine Construction

Right of Way Clearing

The
**SHERATON-
PLAZA**

FORMERLY THE CLARENDON

*Directly
on the Ocean*

and

**THE
Princess Issena**

For Gracious Living

Sheraton Corp. Resort Hotels
of Distinction

Daytona Beach, Florida

JOHN E. LEONARD
GENERAL MANAGER

FLORIDA CITRUS FRUIT PROCESSING

FROM
SUNNY FLORIDA



LOCATED in Orlando, Orange County, Florida, is one of the largest, modern and best equipped citrus processing plants in the state of Florida. The plant is owned and operated by Southern Fruit Distributors, Inc.

Under normal conditions, Southern Fruit Distributors are equipped to pack very large quantities of grapefruit, orange and blended juices in hermetically sealed containers.

The plant is also equipped to process grapefruit segments and citrus salad, as well as large quantities of citrus cattle feed.

Southern Fruit Distributors, Inc., market the well-known "BLUE BIRD BRAND" citrus juices and citrus segments.



**SOUTHERN FRUIT
DISTRIBUTORS, INC.**

ORLANDO, FLORIDA

Thomas Lumber & Manufacturing Co.

YELLOW PINE LUMBER
SOUTHERN HARDWOODS

Quincy, Florida



H. L. MORRIS,
Sales Manager

C. W. THOMAS

•

M. A. THOMAS

•

C. W. THOMAS, JR.

THE ALGER-SULLIVAN LUMBER COMPANY

CENTURY, FLORIDA

Manufacturers Since 1900

UNDER PROLONGED OPERATION PLAN

of *ALGER* brand

LONG LEAF YELLOW PINE
Timber and Lumber

Timber is a Crop — Harvest it as Such

LAKE HAMILTON COOPERATIVE

INCORPORATED

Florida Citrus Fruits

Lake Hamilton, Florida

ELECTRIC STEEL CASTINGS

for

Ships

Dredges

Paper Mills

Phosphate Mines

Rock Quarries

Saw Mills

Sugar Mills

Contractor's Equipment

Tractors & Draglines

Trailers

FLORIDA MACHINE & FOUNDRY CO.
JACKSONVILLE, FLORIDA

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Texas Silk Culture

(Continued from page 196)

its great possibilities for the rehabilitation of returning service men and women. There is no strenuous physical labor attached to it. A person with an eye, an arm and a leg gone can raise silkworms. A normal child of nine years, or an elderly person can successfully raise silkworms.

"Our purpose is to encourage raw silk production, first in every town and county in Texas and later throughout the United States; to make silk a patriotic practical contribution from the state of Texas to the war rehabilitation program; to establish silk growing and manufacture as postwar industries; to encourage every possible cooperative enterprise which will put the rich profits accruing from the silk industry back into the pockets of the producers rather than in the pockets of a small controlling group as in the past; to provide a cash market for all cocoons raised. I have no doubt the market for raw silk will be greater than America will be able to supply for many years to come. Many manufacturers in America have written Mr. Roberts and the Mineral Wells Chamber of Commerce requesting shipments of the first available raw silk from Texas."

More than two years of honest effort on the part of this group of Texans in combination with the inventive genius of the reel makers and the vision of the Eastern industrialist has brought the Mineral Wells project to a joint several steps ahead of any previous effort at American silk production. The nation has not much longer to wait for complete data of sensational potentialities.

Post-War Farm Surplus

(Continued from page 188)

served well in the past but which hold out little hope for the future.

Will Mr. Dixie Farmer meet this challenge?

To his observers reviewing his wartime accomplishments he stands out as one who has become alert enough, resourceful enough, not only to solve his own difficulties but in addition to exert a far reaching influence on future American economy bent upon increasing the well-being of the nation.



Prepare For Your Place in

DADE COUNTY'S BIGGEST BUSINESS!

These courses are open only to Dade County and Florida residents, 16 years or over, in good health. The \$1.00 registration fee is the only charge for these and many other hotel and restaurant courses: Room Clerk, Key Clerk, Mail Clerk, Information Clerk, Bellman, Porter, Elevator Operator, Doorman, Dining Room Service, Telephone Operator, Maids, Housemen, Business Ethics.

ONCE Final Victory is achieved, Dade County can look forward to the greatest volume of hotel guest and tourist business in its history.

To prepare men and women of the community for employment in this biggest of local enterprises, the Dade County Board of Public Instruction offers you practical training in all branches of hotel and restaurant work.

This training is offered, as part of the regular public school system, to permanent residents of Florida and Dade County only. A registration fee of \$1.00 is payable at time of registration.

You can complete this course in from four to six weeks. The school will be in session five days a week, 9 A.M. to 4 P.M. during August, September and October. You will practice the skills and operations

you learn by further on-the-job training at well-known local hotels.

A free placement service has been established which endeavors to place all persons completing the course.

Remember . . . the best jobs go to those who know! Sign up now at the Hotel Training Division, 1410 N. E. Second Avenue, Miami, Florida!

This Message Published as a Public Service by

HOTEL AND RESTAURANT TRAINING DIVISION
of
DADE COUNTY BOARD OF PUBLIC INSTRUCTION

CITY of OPPORTUNITY

IN the past half century, St. Petersburg has grown from a tiny fishing village to a splendid metropolitan community with more than 75,000 permanent residents and entertaining annually more than a quarter million winter visitors. It has become the second largest resort center of the South, one of America's finest home communities, and a city of outstanding commercial and industrial opportunities.

St. Petersburg leads the large cities of Florida in its percentage of home ownership, 49% of all homes being occupied by their owners. It is first in number of passenger cars per capita. It is first in per capita income and first in the quality of market index as estimated by SALES MANAGEMENT.

St. Petersburg is near a large variety of natural resources. It has available a large and varied group of workmen. It has a combination of good living conditions with moderate living costs. It offers a large local market, plus the opportunity for developing new markets in the Caribbean and in Central and South America.

St. Petersburg invites industrial and commercial firms to consider its many advantages. For special industrial booklet and other information, address O. O. Davenport, Chamber of Commerce.



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GAINESVILLE, FLORIDA

Keep An Eye On FT. LAUDERDALE FLORIDA

Ft. Lauderdale, located midway between Palm Beach and Miami on Florida's lower east coast, is one of America's most rapidly growing cities—a community worthy of your careful investigation.

A city of fine living, Ft. Lauderdale is also a great and growing tourist center with an important income from the entertainment of thousands of visitors annually.

Ft. Lauderdale has one of the finest ports of the South—Port Everglades. Behind the city are the rich garden lands of the Everglades and many other resources.

Ft. Lauderdale offers an excellent site for light precision production shops, for specialty food processing plants, for distributing organizations. Our industrial payroll has increased 500% in the past 7 years.

An outstanding Postwar Survey and Report for Ft. Lauderdale has been prepared. Write for a copy on your business letterhead. Address August Burghard, Manager—

Chamber of Commerce

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